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PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

VOL. LXXV.

NEW YORK, JUNE 22, 1911.

No. 12



Another man has discovered that we are in the advertising business. He is the party (to use the vocabulary) to whom was recently given the telephone number long used by our New York office.

This legatee vigorously reports that he is receiving many telephone calls intended for us, which, as he is not in the advertising business, bring neither pleasure nor profit to him.

Will friends and correspondents kindly bear this situation in mind?

A call for "Gramercy, six one, oh, oh" will now bring them the attention of our New York branch, or of our Philadelphia office, which a private line places at their elbow.

There has been no mix-up in our Boston, Chicago and Cleveland offices—telephone and telegraph lines are working finely. As heretofore, every United States Post Office will receive and forward your wishes, putting advertising headquarters at your service.

NEW YORK

'Phone 6100 Gramercy

THERE is a definite relation between the percentage of people who voluntarily renew their subscription to a paper and the percentage of advertisers who renew their contracts.

82% of

Wisconsin Agriculturist subscribers renew. If that means anything to you, ask us about the percentage of advertising contracts and why.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert,
Western Representative,
First Nat. Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.



Member Standard Farm Paper Association.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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No. 12

GOOD-WILL AS AN ASSET

THE GREAT DIVERSITY OF TREATMENT
OF GOOD-WILL IN ANNUAL RE-
PORTS OF PROMINENT ADVERTISERS
— LEGAL, FINANCIAL AND AC-
COUNTANCY POINTS OF VIEW

S. Roland Hall,
Of the International Correspondence
Schools, Scranton, Pa.

If an advertiser of a facial cream spends \$250,000 in judicious advertising and distribution work and gets a steady and widespread demand built up, is he not at least \$250,000 better off than a competitor who enters the field later with equal capital and a cream of equal value, but who has built up no demand?

Common-sense answers, "Yes."

But the action of a number of leading national advertisers in entering up "good-will" on their annual statements at a valuation of one dollar or two dollars seems to indicate that some advertisers do not regard their advertising and distribution work as a cashable asset or else, for some reason best known to themselves, they prefer not to put a value on their good-will.

Reference was recently made in the editorial columns of *PRINTERS' INK* to the report of the Victor Talking Machine Company, which has put down its good-will at the valuation of *two dollars*. There are a number of other concerns that have made the figure just one dollar.

In a letter to the writer the treasurer of the H. J. Heinz Company says:

"We do not carry any amount as 'good-will' on our books or in our statements. All our expenditures for advertising of all kinds are charged off annually."

The owners of the famous "57 Varieties," therefore, do not at-

tempt to determine the cumulative value of their effective publicity and their highly organized sales work, but simply take account of the immediate sales that such expenditures and efforts yield.

The Gerhard Mennen Chemical Company and the Simmons Hardware Company courteously decline to say at what figure they value their good-will.

The Eastman Kodak Company includes good-will and patents in with real estate, buildings, machinery and investments in other companies—an item of over \$27,000,000—but say that no attempt is made to value good-will separately.

But the Knox Hat Manufacturing Company comes out frankly and says:

"As Mr. Knox was offered over a million and a quarter dollars for his trade-mark ten years ago (and this did not include the Beacon, Beacon-Special or Roxford grades) you will possibly be able to answer your question yourself."

What is good-will, anyhow?

Legally it has been defined as "an advantage or benefit which is acquired by an establishment beyond the mere value of the capital, stock, funds or property employed therein, in consequence of the general public patronage and encouragement which it receives from constant or common celebrity, or reputation for skill or affluence, or punctuality, or from other accidental circumstances or necessities, or even from ancient partialities or prejudices."

A less involved definition is given by another legal authority as "every possible advantage acquired by a firm in carrying on its business, whether connected with premises or name or other matter."

Advertising men are accustomed

to thinking of good-will as merely the demand for, or public opinion of, the goods created by advertising; but good-will goes further and includes agency establishment, trade relations, favorable location and all other factors that enter into prestige.

It is probably safe to say that if every tangible asset of the Gerhard Mennen Company were swept away by physical disaster the mere right to erect new factories and to make Mennen's Talcum Powder would be worth a million dollars and could be readily sold for that.

The financial editor of *Munsey's* recently, in making a rather favorable comment on the stock of the Butterick Company, said:

"We have more than once pointed out the fact that the magazine business is essentially a good will business. That statement is borne out by the balance sheet of the Butterick Company, which assigns an inventory value of \$9,786,065, or considerably more than half of its total assets, to the item of patents, good will, etc.

"Under the special circumstances of the publishing business, good will is an asset. That is, there is a real value in the name of a successful publication, in its subscription lists, its prestige with dealers, its friendly relations with advertisers and advertising agents; but good will is not a very tangible asset when it comes to considering a manufacturing proposition from the standpoint of a cautious investor. The important question then is, what is it worth in case of liquidation?"

There are probably a number of advertisers who, like the Knox Company, have received offers for their good-will and could answer rather definitely the question from the financial editor as to what the worth of good-will would be in case of liquidation. It has not been so many years ago that a well-known flour company was sold to a syndicate and the amount paid for the good-will was almost the entire consideration.

But the difficulty is that not all advertisers whose good-will is of very large value have entertained offers for it or had occasion to put it on the market for a price. Therefore, their good-will has not had coldblooded appraisalment.

"Good-will is taxable," says Clowry Chapman, in his work on the "Law of Advertising and of

Sales," "and in the case of a corporation is considered a part of its capital stock. Like other property, a good-will may be bought and sold, mortgaged and leased, in connection with the business to which it relates."

The failure to take account of the value of good-will in selling the assets of a concern is a just cause for suit against the administrator, receiver or other person negotiating the sale. And when good-will has been lawfully sold those holding prior interest in it may be enjoined from attempts to deceive the public and to profit by participating in the good-will thus sold.

Surely if it can be caught for taxation good-will has met the acid test for solid value.

The writer consulted an accountant who is assistant controller of one large corporation and treasurer of another in order to get the accountant's point of view.

In this accountant's judgment money spent judiciously in advertising and sales establishment could be properly entered up as a good-will item, and he thought that this was the fair thing to both the stockholders and the public.

"To take absolutely no account of the money spent in building up prestige and a demand," said he, "is unfair to the stockholders, for it makes the book value of the stock lower than it really should be; it makes it necessary for the stockholder to explain, if he ever wishes to dispose of his stock, and explanations of this sort are not always taken at face value."

This accountant went on to cite the case of a pencil manufacturing concern that not only does not enter up a dollar for good-will, but actually puts down all its buildings and real estate at the valuation of one dollar. "This," said he, "may be satisfactory to the stockholders if they all understand it, but it works to their disadvantage if they wish to sell their stock at any time."

The International Textbook Company, owners of the International Correspondence Schools,

carries an item on its annual statements for "agency establishment," but, for the sake of conservatism, charges off ten per cent of this annually and creates a reserve with this annual charge-off. The accountant thought this a good way of dealing with the matter from a financial point of view.

"But," he was asked, "doesn't this plan eventually create a cash reserve entirely out of profits and tend to wipe out the good-will item from the annual statements altogether, though it may be even more valuable when thus wiped out, on paper, than when the annual charge-off method was started?" And he admitted that the situation was correctly stated, but thought that this was a conservative way of handling the matter. And then he suggested that though ten per cent of the old item might be charged off annually, new expenditure for good-will could properly be added each year at full cost.

It is evident that the concerns that put down one or two dollars as the valuation of their patent rights, trade-marks or other forms of good-will do not do so with the idea that such nominal amounts represent the cashable value of the good-will. The purpose probably is to be very conservative with stockholders, and inasmuch as the stock of a number of such concerns is not listed on the big exchanges and not subject to a great deal of speculation, probably no great harm is done to the stockholders by having an expenditure of \$500,000 put down at a valuation of one dollar. Certainly, it is safer to undervalue the good-will than to overvalue it.

But there seems to be no necessity for not putting down the good-will at a *conservative figure*. Some concerns could probably put down a dollar of good-will for every dollar spent in advertising and be safe; others could not. What a conservative figure would be is a matter for accountants to decide in each individual case. It is by no means easy to estimate the value of distribution, of agency establishment, of prestige, etc. But

if a corporation invests \$300,000 in new real estate and factories and the money is judiciously spent there is no difficulty in putting down the valuation of the property at \$300,000 until it begins to deteriorate. And there seems to be no good reason why if a like amount is *spent successfully* in spreading sales the good-will created should not be worth what was actually spent for it as long as it does not deteriorate. And herein lies a great lesson for the advertiser. Buildings must be insured, painted, etc., to preserve them, and even then, unless there is considerable advance in the value of real estate, cost of buildings, etc., the property will lower in value as an asset and an annual charge-off for deterioration will be necessary.

Good-will is intangible. It is highly sensitive to neglect by its owner, to attacks by competition, etc. It, too, must be "insured" to be kept up to its full value and to be cashable at its appraisal at any time. And skillful advertising and merchandising methods constitute the best insurance for it.

A. A. C. OF A CONVENTION BOOKLET READY

The Pilgrim Publicity Association, Boston, has issued a 24-page booklet giving advance information in regard to plans for the seventh annual convention of the Associated Advertising Clubs of America to be held in Boston August 1, 2, 3, 4. The booklet contains a complete programme of the convention and plans of the various committees. It also contains information regarding transportation rates, hotel rates, conditions of the mileage banner contest and the PRINTERS' INK Cup contest. In the booklet there is a map of Boston showing the location of the various hotels, halls and convention meeting places. The booklet will be furnished to any one desiring information on the convention, and copies may be obtained from the secretary, Carroll J. Swan, 24 Milk Street, Boston.

ORGANIZING AD CLUBS IN IOWA

O. R. McDonald, a member of Des Moines Ad Club, organized a club at Iowa Falls, with ten members. They are B. L. Gray, E. A. Westbury, president; C. L. Gade, W. S. Walker, L. A. Nichols, F. E. Oster, S. B. Stonebrook; F. D. Peet, F. C. Farington, William Weldon, secretary-treasurer. These men are also members of the Iowa Falls Commercial Club, of Nevada, Ia. Another club has been organized.

ADVERTISING A GAS COMPANY

A GREAT INDUSTRY THAT IS NOW AWAKENING TO THE VALUE OF ADVERTISING—HOW THEY DO IT IN PHILADELPHIA—MUST APPEAL TO ALL CLASSES OF USERS

By Lloyd R. Blynn,

Of the Advertising Dept., United Gas Improvement Company, Philadelphia

It is only within recent years that gas companies have awakened to the benefit, not to say necessity, of general advertising for the advancement of their business.

The profits of a gas company accrue from the consumption of gas, not from the sale of appliances. In order to create this consumption, however, it is necessary to install appliances and in order to install appliances it is necessary to call attention to them. This is done to a large extent by advertising.

Observe that I do not assert that advertising creates the need for gas ranges and gas water heaters. The forces of nature, which cry out for convenience and comfort and the desire for economy create the demand. Advertising simply explains how this demand can be met. In order to explain this thoroughly and attractively the United Gas Improvement Company maintains a large advertising staff.

The United Gas Improvement Company maintains business relations of a more or less intimate nature with gas companies in several other cities and towns. In the interest of economy it has been found desirable to have the advertising for these companies as well as for Philadelphia originate in this office.

When we get up a series of newspaper advertisements of appliances to meet the selling needs of one of these companies we send the copy to all of the other companies which our experience teaches us would be benefited by this particular kind of advertising. It is not necessary for the local manager to run this advertising immediately upon its receipt; in fact, he is permitted a

wide latitude of judgment as to when he shall run it.

We furnish all of these companies with newspaper advertising in electrottype form. Experience has again taught us that this is the most satisfactory method, because it insures a uniformity of set-up in accordance with our policy. Each company has a set of name plates varying in size and the electrottype is so made that these name plates can be sweated in by any newspaper.

We use a great many cuts in our newspaper advertising and the advertisements reproduced with this article are fair samples of the class of cuts and copy which we turn out. In addition to the appliance advertising, we have found that straightforward service talks, or good-will pro-

Little space, little trouble, little expense, is what a double oven range means to you

The Double Oven Gas Range
Has Three Leading Virtues

- 1—It occupies little more space than a stationary washbasin.
- 2—It gives little trouble—it is only necessary to light the burners and begin to cook.
- 3—Because both ovens are heated by the same set of burners it is economical and by saving gas saves money.

There is room in the smallest kitchen for
A Double Oven Range
 and there is room to cook for the largest family on
A Double Oven Range
 Price \$24.00, Cash or Easy Terms if Desired.

THE UNITED GAS IMPROVEMENT CO.


GAS ADVERTISING PROFITS BY THOUGHTFULLY EXECUTED ILLUSTRATIONS

ducers, have had a very beneficial effect.

On the first of every month we request from the local manager of each one of our affiliated companies a suggestion as to the line of advertising which he wishes to pursue for the following month. That is, on June 1 he would tell us what he wishes to do in July and we prepare copy in accordance with the demands of his business.

There is probably no organization in existence better equipped to begin a direct advertising campaign than a gas company. To begin with the list of live pros-

THE AUGUST NUMBER *of*
SCRIBNER'S
MAGAZINE
 WILL BE THE ANNUAL
 FICTION NUMBER

 FROM its first issue, more than twenty years ago, this number has been the repository for some of the *best short stories ever written*. It is a literary institution, the leader in the idea of a special number devoted chiefly to fiction. The number for this year will be up to the usual high standard.

August forms close July 5th.

\$300 per page.

pects consists of our present consumers. A card index in the advertising department shows us exactly what changes occur from day to day.

We use a great many form letters calling attention to various appliances and these letters are followed regularly in four days by a visit from a salesman. Four days after the salesman's visit another letter is received by the prospect, and so on, the visits of the salesman and literature alternating at about that ratio of time until a sale has been made. Then, too, the salesmen deliver booklets by hand. These booklets are likewise mailed in large quantities to all consumers and other prospects.

Facing the Music

is made agreeable if done under the light of

A Reflex

Its brilliant rays enable you to see just what you have to do.

Harmony likewise prevails throughout the house because the one who pays the bills is satisfied with the low cost of



A Reflex

Reflex Lamps may be had from \$5 up Special fixtures and glassware appropriate to any scheme of interior decoration at reasonable prices.

EXAMPLE OF ADVERTISEMENT FURNISHED IN ELECTROTYPE FORM BY GAS COMPANY

Gas companies, like large mercantile establishments, recognize the necessity for co-operation between the sales force and the advertising department. Therefore, this department originates selling campaigns. The advertising department likewise has charge of the window displays in all of the seven stores maintained by this company in Philadelphia. We have an expert window dresser who does the actual work in Philadelphia and who suggests displays to the local managers of our affiliated companies.

The United Gas Improvement Company is not a national advertiser in the strict interpretation of the term. That is, it does not use such media as magazines,

except, of course, technical magazines. It must address itself to each individual community where it has interests and to that end must of necessity be a large user of newspaper space. We are firm believers in the value of newspaper advertising properly reinforced by salesmanship and direct advertising.

Of course, our advertising is not and cannot be class advertising. Gas is consumed by persons in all walks of life and of all degrees of intelligence. This is a fact which we have to bear in mind in creating copy. We must, therefore, talk to the graduate of Vassar and the worker in the sweat shop in language which both will understand.

The advertising department has various other duties, such as attending conventions of gas associations and exploiting the value of advertising and publicity to the gas industry. Indeed, there may be those who will assert that this article is but another publicity move on our part. But I hope not, as it was written by invitation of PRINTERS' INK.

BAN ON PRESS AGENTS

Press agents and seekers of free publicity were placed under ban by the Illinois Daily Newspaper Association in Chicago at a recent meeting. The resolution read:

"We hereby pledge ourselves to refuse to print free of cost any matter carrying an advertising tinge, such as press agent stories, cards from professional people termed 'news items,' and similar notices misleading in character."

"The daily newspaper," said Senator Thomas Rees, owner of the *Illinois State Register*, Springfield, "has been overridden with free notices. Dentists, doctors, and other professional people send in what they allege to be 'news items,' which are pure advertising. When asked to advertise they claim it is unethical, and refuse to do so."

LET DELEGATES USE "PRINTERS' INK" OFFICE

If any of the visiting delegates to the Boston convention of the Associated Advertising Clubs of America would find it a convenience to have their mail addressed to the Boston office of PRINTERS' INK, at 2 Beacon street, they are urged by all means to do so.

Whether they do or not, they will be sure of a cordial welcome, if they call, from Julius Mathews, manager of the Boston office, and his associate, D. S. Lamlor, and all are invited to do so.

Printers' Ink

(Established 1888)

Anniversary Number

July 20th Press Date 12th

For over twenty-two years, PRINTERS' INK has been the leader in promoting all that is good in advertising.

It has been credited with being largely instrumental in placing the advertising business on the high plane it occupies today.

Practically all general advertisers and advertising agents are subscribers to

Printers' Ink

The brightest minds in the advertising business are contributors to its columns. They will help to make this ANNIVERSARY NUMBER one of the most interesting issues ever published.

May we reserve space for YOU?

HOW PLATE GLASS MIGHT BE ADVERTISED

IMMENSE FIELD FOR HARVEST
WHILE GLASS MAKERS ARE
SNOOZING—OLDEST MANUFACTURING
INDUSTRY IN THE WORLD NOW
BEHIND IN THE RACE WITH MOD-
ERN METHODS OF SALES PROMO-
TION—BIG TRADE POSSIBILITIES
UNDEVELOPED WHILE THEY CRY
"OVERPRODUCTION"

By J. George Frederick.

If you wanted to pick out the one industry in the whole country the most deeply in process of transition, you would come pretty near finding it in the window glass field.

* Also, you probably couldn't pick out an article which, from the average consumer's or advertising man's view-point, seems to lack so much in interest and advertising possibility.

Yet it is absolutely true that certain sections of the window glass and allied industries are more in need of the right kind of advertising than almost anything remaining to be advertised. Plate glass, for instance, is as ripe as a yellow pippin for serious, intelligent campaigning with printers' ink.

Here is the situation: Glass has been manufactured since the earliest Egyptian days by the hand-blowing process. A sort of adult soapbubble blowing by strapping big, bellows-lunged fellows has been the way that windowpanes, strange to say, have been made; the round globe of glass being later flattened out.

Now, when these human lung phenomenons work slowly and have the best of material, and if plenty of their work is allowed to go to waste, window glass to satisfy ordinary humanity can be made. But for the family that doesn't particularly care to have about one pane in each of its windows represent the house opposite as being in a chronic state of earthquake, such glass won't do.

Several years ago the inevitable machine-made window glass arrived with a grand hurrah, and

then things began to happen to the market. Nip and tuck it went, with price as the football, until the same old thing took place that always happens when price is put on the seesaw of competition.

The superiority of hand-blown glass was not always easy to demonstrate, and between the two groups of hand-blown and machine-made glass factories, "over-production" soon resulted, and sheet window glass quality reached the lowest point known.

There are some curious things about "over-production" in any line of industry. "Over-production" is rarely more than *under-consumption*. Nothing can be over-produced until the last human being in the last acre of the earth cries quit; and no one has ever seen that happen, or likely will.

Instead, however, of bending their backs to increasing uses and developing new markets, the usual procedure is very frequently financial combination—to have an "understanding" to "regulate" the production.

This is just what happened in the case of the makers of sheet glass. The Imperial Window Glass Company was formed last October at Pittsburg, consolidating about 75 factories, or about 90 per cent of the hand-blown glass industry. A central office was maintained, and orders distributed to the various factories.

Furthermore, the two deadly rivals who had ripped each other to pieces (the hand-blowing makers and the American Window Glass Machine Co.) were generally reputed to have come to an understanding "for the preservation of the industry." At that time the manufacturers of window glass of both kinds declared that they were "making 50 per cent more glass than the country was able to consume."

Everybody knows the sad end of this Utopian scheme to beat the ills of the business. The trust-busting department of Uncle Sam got out its axes, and just the other week it finally compelled the combination to dissolve.

What scheme may now be concocted to throw off the jaundice

in the glass industry is not now evident. But one thing is certain: that hand-blown window glass will never again boom so long as the miserably low standards of quality now prevailing are not remedied. The best advertising on earth will never help it much; and I am not going to waste time talking advertising for this branch of the glass industry at present, for there is a glass proposition that is just about due to arrive with a flourish, and which needs advertising to-day in the worst way.

Plate glass has for many years been classed almost as a precious substance—due largely to the "precious" tariff on it, for it was then mostly made abroad. But in the last ten years remarkable strides have been made in manufacturing it in this country. The late tariff readjustment reduced the duty a considerable percentage. Machinery has been perfected that reduces cost. Wider uses have developed economy of making and selling. Consequently prices have been reduced to a reasonable scale.

Indeed, the market, now that American plate glass can be made at fair prices, has widened most considerably, almost of its own accord. The sanitary idea, for instance, has opened up wide opportunities. Glass table tops are now predominant in hospitals; while thousands of bathrooms are fitted up with plate glass shelves, etc., and business desks of plate glass are now used by many discriminating business men.

Architects who are alert specify plate glass windows, railways use nothing else on their cars because both of clearness and greatly reduced breakage, and big office buildings must have it as a matter of course because of wind-pressure, to say nothing of the demand of tenants for large panes and a clear outlook.

But observe this: the plate glass people have practically developed nothing but the *cream of the market* and the special classes of trade which are forced themselves to seek the highest developed product the market affords. The

plate glass sellers have gone at the architect for trade from home-builders with the rather easy manner with which they have been accustomed to "go after" the trade that has already met them half way or more; and because of the small headway they have been able to make they are simply sitting back and "knocking" the architect for stupidity.

If the plate glass men thought just a bit harder they would see that *the architect is up against something which the plate glass makers have no business to let him be up against*—the general ignorance of the value of plate glass.

The architect is usually given ironclad financial limits within which to produce a house both artistic and durable, as well as roomy. He dare not disappoint, and he "cuts corners" and pares down on the things which the owner will pass without kicking. Even though he may urge plate glass, the owner, being entirely uneducated on the subject, will frown and say: "No, we've got to hold down expenses—I'll be satisfied with what most others use."

Architects are not little czars of building—in modern times like these they find prospective home-builders full of very decided notions.

When the brick manufacturers felt great slices of trade slipping over to cement and appealed to the architects to stay the tide, they got the significant reply: "We are helpless—homebuilders come to us with their minds dead set on cement, even if they haven't another suggestion to make."

They had been reading cement advertising, and it worked!

The whole trend of the times is with the plate glass makers, if they will only give a little momentum to it. People are using more lighting space in both homes and offices and also in factories. The sanitation idea is a mighty force in the land; and as there is nothing to beat glass for perfect sterilization, there is a great variety of possible uses not yet applied.

It is only recently that plate glass tops for bureaus, stands and dressers began to be made up in advance for sale. It has always been considered a thing "made to order" for the millionaire class.

Why not a kitchen cabinet table of plate glass? Why not restaurant tables, barber shop fixings, counters, card tables, trays, side-board tops, and many other unthought of uses? Why not a whole refrigerator of plate glass in aluminum or steel casing? or at least refrigerators with entire glass insides? Even now *dance floors* are made of plate glass for the elect!

The ornamental field offers another range of uses. A kind of plate glass is now made which is more beautiful to look at than white marble. One brand, "Carara," offers especially good opportunities for a reputation which would give it popular distribution. Who knows anything about it to-day?

A campaign of public education for plate glass would have success only through careful concentration. It is very easy for advertising of a product of this kind to waste itself in a too generalized effort. The various sorts of markets for the product should be carefully staked out, and the very special kinds should be reached through trade and class mediums. Retail mediums for show windows, counters, etc.; business publications for desks; furniture mediums for furniture manufacturers and dealers; engineering and technical mediums; nurse and doctors' journals for hospital goods; restaurant and barbers' mediums should be used, and others as uses develop.

Such specialization need not be extravagant—the best mediums in each class, with good space would bring sure even if not immediate results. The main point is to have really good copy, and carry the educational work through it in series form.

For the most important work of popular education for plate glass windows, and other home uses, the situation in glass selling makes *newspaper* advertising the wisest

and most economical. Selecting the cities where the companies maintain branch warehouses (the largest of plate glass companies has twenty-four such branches) an extended advertising campaign should be laid out.

The branch managers should be called to the home office for suggestion and inspiration before the first shot is fired, and every man jack of the sales-force should be ready to make the very most of the money spent for space and copy.

Booklets, dealer demonstration outfits, show windows, special sales crews and other things should join in the work of widening the market and appreciation. The whole broad group of special uses should be worked up especially during this campaign time. After some headway has been made in the warehouse centers, then the newspaper campaign should spread to contiguous territory, the choice always being governed by good reasons; all other things being equal, the city having the best five-year average of building activity being selected first.

The plate glass makers have probably now no conception of what the right sort of a campaign along these lines could do for them. They hardly understand that plate glass could, through advertising, be made as popular a home sanitary material as porcelain.

One special plate glass product has been omitted until now, because of its special nature—*wire glass*. Offices, stores and factories offer big markets for this product, for it is *AT* fire protection. Wire glass will of course crack from fire, but the wire holds it together and often confines the blaze to one room or floor. This product should have a special campaign all its own.

So, too, should *mirrors*, with a campaign in women's magazines; for quality in mirrors, backed by an advertised trade-mark, is sadly needed, and would be a text for another article, were the best ones not manufactured by these same plate glass makers.

EFFICIENCY, THE FOUNDATION OF FUTURE SUCCESSSES

THE ONE GREAT MESSAGE TO BE IMPRESSED ON THE AGE—ROOM FOR ITS PRINCIPLES IN ADVERTISING—BIG FUTURE FOR ADVERTISING MEN WHO MAKE THEIR WORK A PROFESSION AND SPECIALIZE IN IT

By C. A. Carlisle,

Chairman of the Publicity Committee, Studebaker's, South Bend, Ind.

Tradition is a beautiful sentiment; a golden heritage when it has back of it honor; a useful agency when it can be amalgamated with modern science.

Modern science is the index of progress.

If I were going to build a strong institution the foundation would be *efficiency*:

First, efficiency of administration, with men of brain who have been trained through the school of experience and who are adaptable to modern methods. Such men must formulate a policy and select men who will carry it out successfully.

Second, efficiency of producing the product is represented by another interesting class of men who know how to lay out the work, secure the raw material and manufacture the product so as to develop the highest efficiency, eliminate waste and conserve energy. The great demand of the future is for men and such machinery. It must be men and machinery, not machinery and men.

Third, efficiency of sales. Here is a most attractive field for the energy and brain of man. The successful salesman must be an optimist with the spirit of one carrying the glad hand of brotherly love, good cheer, a hearty good will and the smile of success that is sure to crown the efforts of such. That man must understand his firm's policy, its method of construction, its product in detail, and must establish and maintain the confidence of the trade through loyalty and devotion.

Publicity is the life of progress,

it is the advance agent, the pioneer that blazes the pathway for the salesman. It must be honest, educational and convincing. It is, in fact, the most important element of consideration in the sale of the product.

Advertising offers a most attractive field to the artist, the literary genius and the ordinary man of business affairs; but the expert with practical experience adapted to modern requirements, who understands how to turn a discriminating public and sell the product in the face of keen competition is the Doctor of Publicity worth the price.

Advertising certainly should *not* be kept out of college; it should not be kept out of any place that aims for advancement—it's the limelight that attracts attention.

The ad writer has before him the opportunity of a profession that will in the future be much sought for. It is the profession of an expert who specializes that will win. The best ad writers are the best news writers who understand all about what they are writing about and to whom they are writing.

A student entering in upon the activities of life has before him many questions which he must settle.

One, and in my estimation a great fundamental of life, is the choice of a profession or work.

If he is going to be a Doctor of Publicity, then he should have available the best text-books of modern science to guide him, and in like manner should he determine to become a wagon-maker or an automobile manufacturer or salesman, a doctor, a dentist or lawyer.

If I could influence the minds of the oncoming generation of boys and girls I would advocate above all efficiency. The great colleges, business schools and grade schools of the people should teach the fundamentals of efficiency. It is the life-blood of progress for the future. Agricultural developments as well as modern business science is building upon the cornerstone of efficiency.

THE EVIDENCE!

The World's Greatest Writers, listed by THE CHICAGO TRIBUNE, appear regularly in the pages of

THE RED BOOK MAGAZINE

THE RED BOOK MAGAZINE

EDITED BY KARL EDWIN HARRIMAN

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 "IMPORTANT NOTICE": Do not subscribe to THE RED BOOK MAGAZINE through agents unknown to you personally, or you may find yourself defrauded. Many complaints are received from people who have paid cash to some stranger, in which event, of course, the subscription never reaches the office.
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White
situation.
newspaper

Extract from an
Article by
IRWIN ELLIS in

PART FIVE
**The Chicago
Sunday Tribune.**

JUNE 4, 1911.

It wasn't so many years ago that Emerson Hough was working on a newspaper, and between fishing trips, acting as editor of a small but excellent out-of-doors magazine, contributing gratis to the publication work that would today, if newly written, be worth to him \$500 a story—for at a less price than that Mr. Hough refuses to write brief fiction. Moreover, two or three magazines at the present time have the call on all he does.

Another similar case is that of Gouverneur Morris, the Robert Louis Stevenson of the present day. About fifteen years ago a small book by Gouverneur Morris entitled "Tom Beauling" was issued. Its sale was modest. Mr. Morris, then a college undergraduate, turned to short stories. A short story by him today costs the editor lucky enough to get it \$500. Ellis Parker Butler is another distinctly magazine fictionist who has never published a novel, though single short stories by him have appeared in booklet form. "Pigs Is Pigs," a story of 5,000 words, has brought him over \$7,000. A 4,500 word story by him is quoted on "the literary curb" at 7 cents a word.

Ethel Train, creator of that delightful little boy, "Son;" Walter Prichard Eaton, formerly a dramatic critic, now a writer of stories worth \$400 each; William Bullock, another former dramatic editor, whose short fiction is much demanded among magazine editors; Mary Heaton Vorse, one of the most popular of women writers of fiction for the magazines; Hulbert Footner, who gave up a New York brokerage chance to write more profitable short stories; Mary Imlay Taylor, creator in fiction of scores of delightful "dago kids," and Arthur Goodrich are a few other men and women who find a magazine following in fiction more to be desired than a book audience.

On the other hand, Seumas MacManus, foremost of living writers of Irish fiction; Susan Glaspell, an Iowa girl, whose books, "The Glory of the Conquered" and "Visioning," have made so deep an impression; Hugh Fullerton, baseball expert and newspaper reporter; Ian Hay, a Scotch school teacher; H. B. Marriott Watson, Lincoln Colcord, James Branch Cabell, Charles Major, and John Luther Long, are a group of writers who followed their early book successes with later magazine successes, so great that stories by them vary little in cost to the magazine publisher who has the money to buy them—namely: from \$400 to \$600 apiece.

Five-In-One

Good Housekeeping Magazine is the acknowledged authority on the economy and perfection of home management.

Women of the home depend on its editorial pages for suggestion, entertainment, and help.

They depend also on its advertising pages in buying home comforts, luxuries, and necessities—our ironclad guarantee excluding inferior goods and dubious methods safeguards their buying.

Good Housekeeping Magazine's 300,000 women readers administer to the needs of their respective families aggregating a million and a half persons. They are five-in-one buyers.

Therefore, to get your goods into 300,000 homes, Good Housekeeping Magazine offers a circulation of 300,000 home managers—all five-in-one buyers.

There is no waste in such a circulation.

GOOD HOUSEKEEPING MAGAZINE

CHICAGO

NEW YORK

BOSTON

The largest class publication in any field

DO PUBLISHERS BELIEVE
IN ADVERTISING?

MUCH EVIDENCE THAT THEY OFTEN
LACK FAITH IN WHAT THEY
PREACH TO OTHERS—PUBLISHERS'
ADVERTISING HAS IMPROVED, BUT
HAS NOT KEPT PACE WITH GEN-
ERAL ADVERTISING

By L. F. Hamilton,
Advertising Manager, National Tube
Company.

If you pick up Ayer's Newspaper Annual and go over it you will be surprised at the number of periodicals you have never heard of.

The trouble, so far as I have observed, lies principally in the point of view of the average publisher. He will ardently preach the doctrine that advertising is adapted to assist in the marketing of *any* product. But when it comes to marketing his *own* product—white space—he will take his own doctrine only in homeopathic doses.

It is not so much a question of inefficient advertising on the part of the publishers, as it is a question of failure to really believe in the efficiency of advertising.

I have talked with several publishers (principally publishers of technical periodicals), and have been very much surprised to find how small was their real belief in the efficiency of advertising.

Don't misunderstand me. They can dilate at great length on the wonderful possibilities of advertising in *their* periodicals. They can demonstrate almost to a mathematical certainty that the advertisers in *their* periodicals are getting rich by advertising in *their* space.

When, however, it came to the point of a broad belief in the fundamental idea that judicious publicity was good for anything in their line, they balked right short, and came back to the argument that they believe in advertising as evidenced by their strenuous efforts to *get* advertising, but their own proposition was "different," and advertising of space in their periodical was a very different matter, etc., etc.

Hence, I have been forced to the opinion that the average trade paper is spending much more energy in selling their space for advertising by clever solicitation, than they are doing real missionary work in persuading the people at large of the value of their product, viewed simply as a commercial proposition.

The publisher's product is white space, and their solicitors claim—and rightly—that a proper use of advertising space is one of the best supplemental aids to the Sales Department.

I would not want to be understood as claiming or believing that the personal salesman is other than the backbone of any sales organization, but the fact remains that the average trade paper seems to fail to realize that the principles of publicity (which they believe in when it comes to selling their white space to manufacturers) can be made adaptable to marketing their *own* product—that is, disposing of the white space in their own magazine.

The publishers' advertising of to-day is undoubtedly far better than it was ten years ago, but it would seem that general advertising has made far greater strides in proportion.

I have never been confronted with the problem of how to advertise white space, and have so many troubles of my own, that I have no time to go into this question. But my contention is, based on an acquaintance with a number of publishers, that advertising, as a real Twentieth Century force, is with them more academic than real.

The average advertising solicitor preaches the doctrine that a certain proportion of the sales should be set apart for advertising purposes, but I never heard of the publisher who even claimed to follow this doctrine—there may be one, but I have never heard of him. Did you?

Conklin Mann has joined the soliciting staff of *Collier's* and the *Housekeeper* and will have charge of New York state outside of New York City. Mr. Mann was formerly on the editorial staff of the *New York Evening Sun*.

BUSINESS DIPLOMACY

HOW THE LACK OF IT, EVEN IN AN OFFICE SALESMAN, COST A HOUSE A BIG ACCOUNT—BUT A TOUCH OF IT AT THE RIGHT MOMENT TURNED A RUMPUIS INTO AN ORDER

By Robert A. Holmes,
Advertising and Sales Manager, The
Crofut & Knapp Co., South Nor-
walk, Conn.

II

As widely as the men differ in character and characteristics, the methods of salesmen in maneuvering for business are poles apart. The rule in a well-regulated sales-room is to treat every stranger as a customer until he proves to be something else.

A stricter observance of this regulation would have obviated a very embarrassing situation which for a time threatened the loss of a valuable account. The head of a large house in the West decided to make a trip to New York. He had not visited the big city for fifteen years or more and the journey was a decidedly momentous event in his life. He went to the head of each department and asked if he desired him to make any calls while he was in the metropolis.

One buyer was particularly anxious to have him make the personal acquaintance of a firm with which he had been doing business for years. "No matter where else you go," he insisted, "be sure and call on Calder & Kenney. They are fine people and we have been using their goods for years."

The merchant arrived in New York in due time, and the first call he made after removing the grime of travel and breakfasting was at the New York office of this house.

The man in charge had developed a bad case of frozen face in the years of meeting callers, the great majority of whom had something to sell, and had lost all inclination to take a chance that a stranger might not be an insurance man or advertising solicitor. He sat at his desk and merely looked up with cold inquiry in his countenance when the door opened.

"Is Mr. Calder in?" inquired the merchant.

"No, sir."

"Can you tell me when he will be in?"

"No, sir"—not taking the trouble to tell him that Mr. Calder had been dead for ten years.

"Is Mr. Kenney in?"

"No, sir."

"Can you tell me when he will be in?"

"No, sir"—without disturbing himself to the extent of volunteering the information that Mr. Kenney's office was at the factory and that his visits were few and at irregular intervals.

The merchant from the West, embarrassed and with rising indignation, turned on his heel and left the office without another word.

When he returned home he made a bee line for the department manager and related his experience. "I have no desire to interfere with your business," said he, in conclusion, "but, if you can just as well do so I should prefer to have you buy your goods of some other concern."

The Calder & Kenney salesman always made it a practice to pay his respects to the head of the house whenever he visited that city, and the next time he came around his reception was in violent contrast to the pleasant chat he had always looked forward to.

He sought the buyer and asked him if the old man was joking or what was the matter. "Not much, he isn't joking," said the buyer. "You'd better go back there and square your concern."

A detailed account of the occurrence sent in to the sales manager resulted in a prolonged vacation and eventual pension for the office salesman whose lack of discrimination had caused the trouble. It took several years and finally a trip by an executive officer of the company to fully remove the effect.

* * *

Tact and judgment are sometimes aided by inspiration, although, as a rule, well-planned methods are more productive of results than inspirations of the

moment, which frequently do not come until the time for their usefulness has passed. "Here's an order which is long overdue," said the factory superintendent to the salesman who was in from the road. "It should have been shipped six weeks ago, but we have been so oversold on this particular line that it has just been reached. Hadn't we better cancel the order and write him?" "Cancel, but don't write," replied the salesman. "He's a cranky cuss and you had better let me handle it when I see him." When he reached the town where the customer was located on the next trip the salesman cudgeled his brain to contrive some reasonable explanation of the apparent indifference of his house to the importance of this man's business, an explanation which would explain and yet leave the customer in a frame of mind conducive to further orders.

Up to the time that he reached the merchant's welcome mat he had not framed up a satisfactory story, and as he turned the door-knob he concluded to leave it to chance. The man greeted him cordially and after the usual "How's mother?" talk the salesman asked, "Well, how did you like the goods we sent you?"

"They must have been all right," was the reply, "I don't think we have one of them left." Turning to the stockman, he inquired, "Have you got any of Jim's stuff in the house?"

"No, sir," responded the clerk. "It's all gone."

"That's fine," said the salesman. "You need some more, don't you?"

"Well," remarked the merchant, "I suppose we could use a few numbers. Are your samples open?"

* * *

Sometimes mistakes will happen in the best sales-managed families. Several seasons ago, at a time when all the men were on the road, one of them took it into his head to make a small town which he had never visited before. He found there a dealer who had a very good-looking store and who was willing to put

One-Third More Business

Of course, the summer is a dull and quiet season—

Many advertisers will tell you so.

And yet;

The Ladies' World carried one-third more advertising in July of this year than in July, 1910. *33% more business!* Don't lose sight of that fact and its significance in these days of "dull business."

THE
LADIES' WORLD
NEW YORK

in the line, provided he could have the exclusive sale of the goods.

The salesman, taking into consideration the size of the place, thought it was good business to cinch the account and, agreeing to the conditions, went on his way rejoicing with a fair-sized order in his book.

A few days later, before the order reached the sales department, a letter came from another dealer in the same place asking that a salesman be instructed to call on him. A glance at the route list showed that the first traveling man had got too far out of that section to be recalled, but that another one, whose territory adjoined, was in the immediate neighborhood. A hurried telegram was therefore sent to this salesman instructing him to call on the party. He did so and found a live dealer who would put in the goods on condition that nobody else in town should have them. The salesman, of course, knew nothing about the doings of his confrère and accepted the order. Well, there was a pickle for somebody some time. Both men neglected to advise the office that the goods had been confined. Maybe they both felt a little guilty about departing from the settled policy of the house against giving the exclusive sale to anybody.

Nothing else was heard from either customer that season, but when the regular salesman came around next time the fur flew. He called on the man he had sold and met with a warm reception. He indignantly denied having sold anybody else in town and stoutly maintained that nobody else had the goods. He was confronted with copies of the local newspaper with attractive advertisements of the merchandise carried by the other man. His customer flatly told him that he would have to choose between them, and he concluded that as such was the case he would see what the other man was like.

Before he went in he saw that if he could not sell both, here was the place to tie to. He

walked in and introduced himself to the proprietor, who looked him over for a while without speaking. "What did you say your name was?" he finally inquired. The salesman repeated it.

"Where is your man Johnstone, who called on me last season?"

"He does not belong in this territory, and I do not know where he is, nor do I know why he should butt in here on my preserves."

"Well, it's lucky for you that your name isn't Johnstone!" remarked the dealer. "He told me he would not sell anybody else in town and darned if he did not sell the man around the corner. How in the world he ever did it I can't for the life of me see. I've had experience with you fellows, and I wanted to be sure that I had the line exclusively. I went right up to the hotel when he called on me and waited while he unpacked his trunk. Gee, but he's a sharp chap! After I had bought my bill I helped him pack up and then I took him over to the club. He wasn't out of my sight for a minute, because I went down to the train with him and saw him check his trunk and watched him when he got on the train. He must have come right back the next day and sold my competitor without my seeing him."

"Well, well," said the salesman. "Did he do that? The dirty pup!"

He bought a liberal bill and next season when the traveling man called the first thing he said was, "It's a lucky thing that you decided to sell me instead of the other dealer."

"Why?" asked the salesman.

"Because, he's busted."

JOIN WILLYS-OVERLAND

G. W. Bennett, general sales and advertising manager of the Willys-Overland Company, has just added to his staff, C. S. Jameson, for more than four years sales manager for the Stoddard-Dayton Motor Car Company, as assistant sales manager; and R. J. Buell, formerly advertising manager for the Regal Motor Car Company, of Detroit, as assistant advertising manager.

The Immanuel Presbyterian Church, of Milwaukee, has found that display advertising in the local press pays.

"FICTION is the BACKBONE of Magazine Circulation"

During the past two weeks, I have made this statement to at least fifty prominent advertisers and agents. The unanimous answer has been, "Guess you're right."

I claim that if the big magazines—the magazines that now carry the largest volume of advertising—should cut out Fiction they would drop at least one-half of their circulation within one year. If they eliminated Fiction the second year, the circulation would be cut in half again, and in three or four years they would have a circulation about as large as the North American Review or the Atlantic Monthly. It is an indisputable fact that Fiction is what the people really want, what they buy magazines for. Therefore it seems only reasonable that if you give people the *cleverest fiction magazine in the world*, your magazine will certainly attain a circulation of at least 200,000 or 300,000 copies monthly, or perhaps even 500,000. Some people seem to think that *heavy feature articles* are what give magazines character as advertising mediums. This line of reasoning is illogical, and all wrong. The magazine that *really interests the reader the most* will just as surely *have the greatest influence* as an advertising medium.

At the present time, the circulation of Smart Set is 100,000 copies monthly. One hundred thousand people have been buying Smart Set every month for the past four or five years. They have not been *urged* to do it. It has been a *voluntary demand*. Now that a man of Mr. Thayer's great

ability is directing the destiny of Smart Set, I know and you know that the circulation will increase month by month. It will be a steady, legitimate circulation built up on the merit of the magazine alone.

We are in the position of the manufacturer who has the best article of the kind in his line, and we have faith in our ability to sell this article to at least two or three hundred thousand of the best families in the United States.

Smart Set is treated by its readers and subscribers something in the same manner they would treat a \$1.50 novel. No one would think of throwing away a book. A book is read by several members of the family, then loaned to a relative or a friend or a neighbor. The January issue of Smart Set is just as interesting and just as readable in the month of June as the June issue. There are no timely features to get out of date; and while you would not think of reading the January or March issue of another standard magazine in the month of June unless you wanted to read a *fiction* story, you would not hesitate picking up a six-months' old Smart Set. You know that you could read it from cover to cover and be sure of finding some clever story that would take your mind off your business or your troubles. This being so, it follows that a copy of Smart Set lives longer and will work three or four times harder for the advertiser than the ordinary standard magazine. That is why 100,000 circulation of the Smart Set class is worth to the advertiser at least 200,000 circulation of the ordinary magazine.

Howard P. Russell

Advertising Manager,
JOHN ADAMS THAYER CORPORATION
452 Fifth Ave., New York

EFFICIENCY IN SELLING

SCIENTIFIC MANAGEMENT PRINCIPLES APPLIED TO SELLING TALK
— STANDARDIZING ANSWERS TO STOCK ARGUMENTS OF PROSPECTS
— MAKING THE MOST OF THE UNITS OF TIME, ENERGY AND MATERIALS

By Edward S. Babcox,

Advertising Manager, Yawman & Erbe Manufacturing Company.

II.

Sales arguments should be made more efficient—more in line with the principles of efficiency as applied successfully in manufacturing.

Time is the all-vital factor with those who sell. Therefore, one of the problems in selling is to get more real work done in less time; to see more people; to get more orders; to make more money.

The more a salesman knows about concentrating his arguments, handling prospects diplomatically, and getting them to think as he does about his product in the shortest possible time, the more valuable is he to his house and to himself.

The National Cash Register Company touched the hem of the great efficiency movement years ago when they undertook to standardize their selling arguments.

At one time, each salesman sold his machines in his own way. But now they have reduced all the selling tactics to the point where they are analyzed and classified in book form—a complete codification of sales rules for its salesmen.

Every detail of the demonstration of the company's product is expressed in just the form that experience has proved most effective. Furthermore, to intensify its value to the company, every salesman is obliged to memorize this selling talk and conduct a demonstration like every other salesman. "Standardization" would seem to be the internal slogan of this great sales-making plant.

Not less effectively have these efficiency - producing standards

been applied to the highly intelligent sales force than to the men and routine employed to make the product.

The route from introduction to signed order is shortened because planned out in advance, i.e., planned as far as anybody can plan such an elusive process as selling a tangible product to a person. It's the old human element again.

Efficiency engineers would not think of letting each man in a machine shop make his own tools. Perfect tools are furnished for each job, and usually instructions are given as to how and where to use each.

Arguments are sales tools. They should no more be manufactured by each individual sales-maker and used by him in his own way than should tools be made by an individual wheel-maker. Let them be standardized as far as the natural elements of human nature (the material on which the salesman uses tools) will permit. Witness the results of such standardizing in the success of National Cash Register Company, Burroughs Adding Machine Company, Toledo Computing Scale Company, and others.

Probably a great measure of the value of scientific management is summed up in "preventing errors instead of correcting them." That applies to factory affairs, of course, because, oddly enough, most of the leaders in this great efficiency movement have specialized in manufacturing processes. A number of men are struggling with the laws and formulas of this new science in an effort to make just the right application to that other great division of business—selling.

The Taylor of the sales-making end of modern business will write his name large on the pages of history.

Interpreted into sales vernacular (the analogy is there, though strained), "preventing errors instead of correcting them" means making sales instead of mere prospects.

Almost anybody in a factory can correct any correctable error.

Few can see far enough ahead to prevent its occurrence. Any salesman can produce prospects. Prospects are not errors, but are mighty close to it if the salesman produces nothing else. Ask any sales manager.

Few salesmen make as many sales as they might. And not infrequently you will find the reason in the fact that salesmen do not back up their personal sales efforts properly; or rather, they are not backed up by the house.

In one large organization with which I am familiar, the traveling representatives make the same town about every ninety days. At one time, years ago, little was done to aid the salesman in producing business. As it is now, each salesman sends in a list of prospects with definite data from each town. While he is absent from the town circular matter, letters, etc., are sent to these prospects and frequently many sales are made before the salesman returns. And when he goes to that town next time he finds awaiting him, from his sales manager, a list of the people who have been sold during the interim. The plan is a very simple one, and is used to advantage in many large concerns.

Advertising is a labor-saving device; it works more or less automatically, and should be utilized as thoroughly as automatic machinery. If executives would study their business with a view to utilizing this more or less intangible piece of mechanism—advertising—we would have more efficiency in sales results.

It is all a matter of thinking your way through the thing before you act. No engineer begins work until he has his tools at hand, every tool in first-class condition.

The other day a stationery store in Texas desired to advertise a certain article which it was purchasing from a representative New York State manufacturer. The stationer knows that this manufacturer maintains an extensive advertising department, and he has been advised time and again that this advertising department

"The Standard Paper for Business Stationery"—"Look for the Watermark"

Well Begun

An old firm, a friend of ours, sends us a letter from a new firm just starting into business, which contains this line: "You see by this letter that we have started our business career with the best of everything, including

OLD HAMPSHIRE BOND

Our advertising saved this firm from having to "buy experience" with poor paper. These people wanted all their furniture and equipment to be the best and they wisely chose their stationery so that every letter they sent out would be an advertisement for their house.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.



Write for it on your present letterhead. Address

Hampshire Paper Co. SOUTH HADLEY FALLS MASSACHUSETTS

The only paper makers in the world making bond paper exclusively.

Made "A Little Better than Seems Necessary"—"Look for the Watermark"

will be glad to co-operate with him in any advertising he plans.

But in face of all this, he used a 150-line-screen half-tone cut in his local newspaper, with the inevitable result, of course, that it printed a black smudge. If that stationer had put a little more thought into that half-page advertisement of his he would have got in touch with the manufacturer and received, not only the desired newspaper cut, but also complete copy for his advertisement.

Again, a little thought and study of the proposition would have resulted in more efficiency.

Going down Fifth Avenue in New York the other day, I was impressed with the striking effects in some of the shop-window displays. Some of the windows (necessarily because of the tremendous rentals, I presume) are extremely small. But the shop experts, having been compelled to make the most of their cramped space, have really conceived some excellent ideas for window dressing. It is not hard to see that minute attention has been given to the smallest details of these windows, and the window space—itsself a costly commodity—is capitalized at its highest possible value.

The other day a friend of mine bought a negligée shirt from a local dealer. He ordered size 15. He put it on and wore it for a day with considerable discomfort. At night he noticed that he had been wearing size 14½. He phoned the store, asked them to call for the shirt and deliver the one he wanted. There was not the slightest argument about the transaction; the wagon called, and the next day delivered a new shirt, size 15. Such service is typical of that store, and they have perhaps the largest trade in that city. The managers of that house have made a point of store service, and in planning for it and devising ways and means of carrying it out, have made real capital out of it.

It's all a matter of getting the most out of every unit of *time*, *material* and *energy*. It is high

time, indeed, that American business men spent more time thinking about and studying into their work.

We need more of the spirit of a certain Kansas farmer who, by carefully cultivating his soil and fertilizing it in a scientific way, doubled the crop from a given piece of land.

The work of the Normandy natives in northern France well deserves the name "intensified farming." Their practices have taught a long-needed lesson to more extravagant Americans.

In many sales organizations practices I have outlined are being prosecuted to the limit. And well they may be.

More are just awaking. Some, however, are still asleep. But thanks to the pioneers who for many years have been delving into this "efficiency proposition," the creed is spreading like fire in a haystack. Not only among mechanical men, but also among office managers, advertising managers and sales managers, who really need the gospel more than any one else.

Scientific management is a great dynamic force which is not only applicable in factories but in sales organizations as well.

Electricity moves trains, lights cities, carries messages. In a peculiar way, scientific management is as versatile as electricity, and when understood will find a wider and wider application in lines of business activity where it is now unheard of and unthought of.

And may it find many champions and an ever-widening usefulness in selling!

PUBLISHER MATTHEWS DEAD

George E. Matthews, president of the J. N. Matthews Company and editor of the *Buffalo Express*, died June 11. He had been in poor health for many months. Mr. Matthews graduated from Yale in 1877. He succeeded his father as editor of the *Express* in 1889. He was also head of the Matthews-Northrup Works, printers and publishers.

The Smith Car Advertising Company has been incorporated in Camden, N. J., with a capital of \$100,000 by T. Yorke Smith, George Moley, and Charles C. Smith.

Every Dollar Wasted By Prejudiced List-Making Might Just As Well Be Saved

"Prejudice," according to the Standard Dictionary, is **"a judgment formed without due examination of the facts."**

An advertiser recently used a certain publication solely on the ground that other advertisers in his class patronized it.

He declined to use another, better adapted to his product, because he had "a sort of prejudice against it"—it had a "past."

Because he acted on favoritism and prejudice, the results were disappointing.

Advertisers using **LESLIE'S WEEKLY** select it on a basis of **known and up-to-date facts**. They did not have a prejudice.

Results have been exceptional in most cases and satisfactory in all.

More inquiries were produced by the advertisements in LESLIE'S (per dollar of cost) than had ever been secured before by many of these experienced national advertisers from any other publication.

And not one solitary advertiser who purchased space during the last year is in any way dissatisfied.

The facts they acted upon are yours in exchange for the coupon:

Cut coupon along this line

Allan C. Hoffman, 225 Fifth Avenue, New York City.

Sir: I would like an analysis of the circulation (including the growth from 86,000 to 340,000 in three years).

Leslie's

ILLUSTRATED WEEKLY

Name.....

Address.....

THE PRICE OF ENTHUSIASM

HOW H. G. SELFIDGE MEASURED THE VALUE OF A DEPARTMENT MANAGER'S FEELINGS AS A TANGIBLE BUSINESS ASSET—O. K.'D A \$600 EXPENDITURE JUST TO KEEP A BUYER FROM DOUBTING HIS OWN JUDGMENT

By Waldo P. Warren.

[NOTE:—Since Mr. Warren became managing editor of *PRINTERS' INK* we have been swapping anecdotes of our past experiences, and this one interested me so much I asked him to write it out just the way he told it to me. —J. I. ROMER.]

One incident I remember with pleasure in my early days in Chicago, when I was advertising manager for Marshall Field & Company, illustrates the ability of a big man to see further than the moment and the value he sets on enthusiasm.

Harry Gordon Selfridge, then managing partner of Marshall Field & Company's retail store, and now proprietor of Selfridge's store in London, always took a close personal interest in the advertising and often had decided views on the subject.

One evening about half-past five I went into his office and showed him a proof of a four-column newspaper advertisement which I had planned to run the following morning in all the leading papers. It was his custom to take a few moments late each afternoon to look over the proofs of advertisements intended for publication the following morning, and unless there was something out of the ordinary he seldom saw the proofs until a few moments before closing—a sort of "now or never" look before the paper went to press. When occasion demanded, however, he took a hand in things in their more formative stages.

But this advertisement, although a rather elaborate affair, had not previously come to his attention. It was the announcement of "The First Annual Sale of 95c. Silverware Articles." There was a big border made up of all the fifty-seven varieties of articles in sterling silver that

could be conjured up to sell for ninety-five cents.

It is but fair to myself to say that if I had been doing the same stunt later on in my career I wouldn't have done it that way at all—a point which may doubtless interest those who are prone to regard conspicuous houses as appropriate models in all things.

When Mr. Selfridge looked at the proof, together with a memorandum that it would cost about \$600 to print, he literally "went up in the air." (Believe me, he could do that, too, sometimes; although it is but fair to say that he usually kept pretty solidly on terra firma.)

"Warren," he said, in that characteristic tone which could be "taken off" to-day by no less than five thousand persons who were once familiar with it, "this advertisement doesn't suit me at all. It doesn't represent my judgment one bit. Look at all that spread—no dignity." He tapped the proof of my \$45 border illustration impatiently with the back of his hand as much as to say "away with it."

I hesitated a moment, not knowing just what to say. The advertisement had been in preparation for two weeks. An elaborate drawing had been made of fifty or sixty articles of silverware and the prices and descriptions were all there. It had all been worked out with the department manager, who had O.K.'d the prices and had gone home for the day. The sale was to begin the following morning and everything was in readiness. The moment possessed "some strain" for me.

Mr. Selfridge, as was his custom when he wanted to get an entirely new angle on a subject, turned in his chair with his back to the desk and looked out of the window, locking his hands at the back of his head. Presently he turned and picked up the proof from the desk and looked it over again and said to me:

"Warren, I'm going to let that advertisement go through just as you have it. But I want you to know that it doesn't represent my judgment at all. But first let me

tell you why I intend to run it. You have evidently spent a lot of time working this out and doubtless have worked it out with Mr. Quinn. (He was manager of the jewelry and silverware departments—I should say, "sections.") Doubtless this thing (tapping the proof) also represents Mr. Quinn's judgment." Then in undertone, "He's young yet."

"It's just about two months till Christmas," he went on. "Mr. Quinn's sections will do over a million dollars' worth of business in the next two months. If I kill this advertisement after he has spent time and thought working it out with you *it will take more than a thousand dollars' worth of enthusiasm out of him*, and it will show up on that million dollars' worth of business. Now, don't tell him. Just go ahead and run it. But don't do anything like that again. And two weeks from now you'll find that Mr. Quinn will be wishing he had had just a nice dignified announcement of

the sale that would have cost about two hundred dollars and would have pulled far better than all that spread."

Whereupon Mr. Selfridge handed me the proof, arose to go and said, "Good night" as cordially as if he had been well pleased.

WORK FOR "TOLEDO—1912"

The Toledo Advertising Club decided, June 12, to send a good-sized delegation to the convention of the Central Division of Advertising Clubs of America, which was to meet June 15, 16 at Grand Rapids, Mich., and invite this organization to meet in Toledo next year.

Lewis H. Clement, president of the Association of Piano Dealers of America, also a member of the Toledo Advertising Club, was scheduled among the speakers at the Grand Rapids convention.

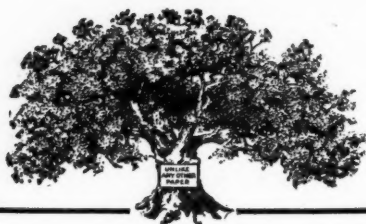
A resolution offered by Byron W. Orr, asking that Toledo newspapers and publications of that city be encouraged in cleaning their columns of undesirable advertising was adopted.

John G. Keplinger, formerly chief correspondent of the National Cloak and Suit Company, is now advertising manager for the Illinois Watch Company.

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**



A Summer Confession.

If you judge merely from the advertising columns of the monthly magazines and popular weeklies, (including Farm Journal) you would conclude that business in America comes pretty much to a standstill during the summer months. Even such publications as Farm Journal and—to mention only one of our esteemed contemporaries—the Saturday Evening Post, show a greatly diminished advertising patronage.

Why is this? Is it because people stop eating and drinking, reading, buying, and going about their daily business? No, it is none of these things, because two weeks represents the maximum vacation of the average American.

Let us whisper very softly, and we hope without offense, "It is partly, no doubt, because there are more distractions in the summer, but partly also because we advertising men persuade ourselves that we may as well rest in summer".

The real facts do not war-

rant the let-down in advertising which is actually experienced in the summer. There are many lines which could be advertised to better advantage in summer than in winter, and yet in winter we print an 80-page Farm Journal, whereas in July and August, we have some difficulty in filling the advertising columns of a 32-page paper.

Even if advertisers decide that it is wise to somewhat diminish their space in summer, they ought to at least make their advertising continuous with smaller space,—for one thing is sure, *it is just as easy to forget in summer as it is in winter.*

Finally, let every advertising man ask himself this question,—“Am I discontinuing So and So’s advertising for the summer because salesmanship will do it no good through these months, or because I myself would rather take a rest?”

You needn’t tell us the answer, but please send in the copy.

The August issue of Farm Journal closes July 5th, more than 750,000 circulation, rate \$3.50 per line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

MAKING NOVELTY ADVERTISING EFFECTIVE

THE IMPORTANCE OF CHOOSING AN APPROPRIATE SPECIALTY AND OF PLANNING ITS "CIRCULATION" INTELLIGENTLY—HOW THE BUSH TERMINAL COMPANY DISTRIBUTES A SIX-DOLLAR ADVERTISING DEVICE—COCA-COLA COMPANY HAS LONG LIST—HINTS FROM THE STANDARD OIL COMPANY AND THE NATIONAL LEAD COMPANY

Within the last few years the novelty, or advertising specialty, has fought its way as a dependable advertising "medium" into the good graces of a majority of the national advertisers.

Like street-car advertising, newspaper advertising, or any form of advertising for that matter, it grew out of a past where it was used with little discrimination and into a present when, having been subjected to intelligent analysis, it is being assigned to specific services in national selling.

While it may conceivably bear out the claims of its advocates by selling goods through its unsupported influence, it is proving itself to be the most widely serviceable as a co-working factor with other forms of publicity.

In making use of advertising novelties, or specialties, as they are also called, the plan is often the thing that makes them worth while. A novelty that may be good in itself may utterly fail to be of value if distributed in a poor way. The very reputation of novelty advertising seems to have suffered from the lack of recognizing this point. There was a time when advertisers bought novelties in bulk and handed them out to all comers, trusting to luck that they would do some good as general publicity.

Now General Publicity is an excellent campaigner when directed by a Board of Strategy, but he is a dreadfully poor boss of advertising dollars if left alone. In fact, he has got away with more millions of dollars, with nothing to show for them, than did Tweed in the Good Old Days.

If newspaper advertising was as unintelligently handled as is some novelty advertising by concerns experienced enough to know better, the newspapers would share some of the reputation which novelties are trying to offset by more intelligent plans of distribution.

More than ever before novelties are being assigned something specific to do in the national campaign. Where novelties are made to function with the other features of the promotion campaign, they more than earn their keep.

But it was obvious in the inquiry the writer of this article carried on that where the novelty was considered successful it had been selected wisely and had then been distributed in those quarters where it would do the maximum amount of good.

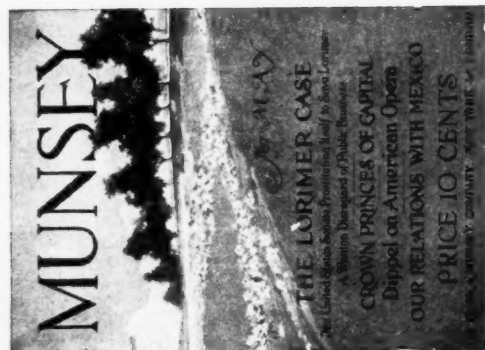
In other words, the novelty campaign may be worked out as carefully as a magazine campaign. There are similar questions of circulation, copy and dignity. One advertiser frankly confesses that the novelty dates its respectability in his eyes from the time when he discovered that it did not fade away into uselessness when put to the test of the same analysis as other advertising mediums.

An advertiser can make the novelty just as purposeful or as futile as he likes. It rests with him. He may intelligently "link up" his novelty with his newspaper advertising, his salesman or his follow-up, or he may send it out alone like another Babe in the Woods, there, unaided, to catch the Consumer and lay him low.

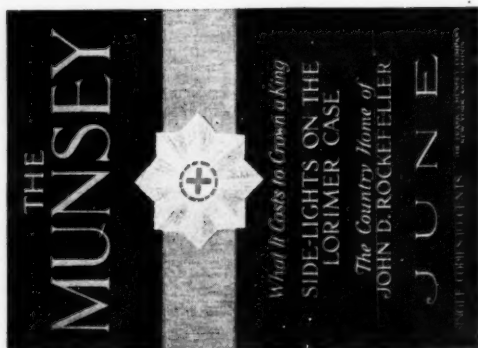
Without being correlated with the other selling activities, the novelty can flatten out into a rank failure in half a dozen surprising ways. This subject tempts one to lay down a string of theoretical "musts" and "must nots." But practical suggestion is best derived by looking into two or three carefully thought out campaigns.

PUTTING NOVELTIES UNDER DISCIPLINE

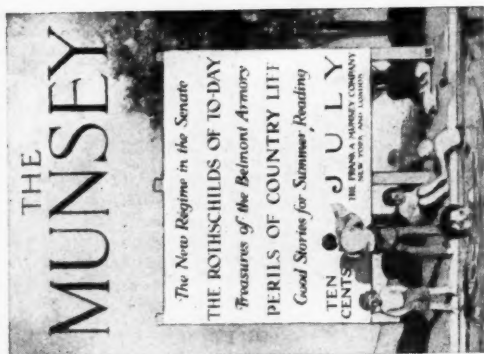
The Bush Terminal Company, of New York, has an efficient
(Continued on page 32)



Lines Carried
1910—28,042. 1911—28,196



Lines Carried
1910—23,744. 1911—24,920



Lines Carried
1910—19,278. 1911—19,516

For the Past Three Months MUNSEY'S MAGAZINE
Has Shown a Steady, Consistent Gain in Advertising Over Corresponding Issues Last Year

It has been a gain on merit only—the merit of THE MUNSEY as a magazine and as a medium for advertising.



T has been a gain on *merit* only—the merit of THE MUNSEY as a magazine and as a medium for advertising.

The cover-bulletins above tell a story in themselves—the story of a sane, well balanced, constructive magazine.

Every line of business in these issues has had to measure up to a high standard—the kind of standard you would set for the visitor to your own home. There are no pernicious nor harmful drug advertisements, no questionable stock flotations, represented in these figures.

Our Financial Department has been the means of saving our readers many thousands of dollars through its sound advice on questions affecting investment securities. We have letters on file from subscribers seeking counsel on the safe placing of savings ranging from a few hundred dollars to \$100,000. Their faith in THE MUNSEY has never been betrayed.

No advertiser can read our new Editorial Department without feeling that here, indeed, is an earnest endeavor to implant hope, trust, optimism in the hearts of one of the most powerful magazine-reading clientèles in America.

The circulation we have given advertisers in these issues has been *sound*, legitimately obtained by clean-cut, business-like methods. We have taken no advertiser into a home on the strength of a cut rate or premium.

It is because advertisers are more and more giving serious thought to these questions, that MUNSEY'S MAGAZINE is able to show this decisive gain in business carried.

The Frank A. Munsey Company

175 Fifth Avenue, New York City

family of novelties. It rents loft space to manufacturing firms in its buildings along the water front. It advertises that it saves its lessees heavy insurance and trucking charges. Its loft buildings are described as the last word in fireproof construction and as being very easy of access by water and railroad. So much for the company's *raison d'être*.

Its selling campaign is carried on through carefully trained salesmen, through newspaper advertising, trade journal advertising, through an efficient follow-up system and through novelties.

R. F. Ayers, the vice-president, who also directs the advertising, added novelties to his propaganda when he felt that they were needed to push the campaign in ways possible by no other means.

The advertising and the salesmen revealed the prospects. Then began the task of bringing a concern to a favorable decision. "Results" could not be achieved overnight. In a matter of this magnitude, involving an overturning of policies, perhaps, and expenditures of thousands of dollars a year, manufacturers make haste slowly. A salesman may work upon a concern for months before listing it among those which "Have Moved to Bush Terminal."

Therefore the need for a persistent, yet tactful, pursuit. A harassing bombardment of letters may only serve to annoy the prospect. Continual daily, or even weekly, calls of salesmen may also act only as a bother. But the intervals between the occasional visits of the form letter or the salesmen should not be devoid of Bush Terminal suggestion. Hence the resort to novelties.

The Bush Terminal novelties fit the rest of the campaign as a glove does the hand. Also they fit the particular proposition. Mr. Ayers said that he might have chosen a score or more at random and released them upon a helpless manufacturing community to annoy the recipients like so many unruly children.

Thousands of contrivances were offered him by manufacturers of

specialties out of stock designs. Out of them he selected a blotter and a paper weight to be sent out to all prospects through salesmen. Then he applied himself to the weightier problem of *originating* a useful novelty which would be given right of way upon the desk of the business man who might some day make use of the Bush Terminal facilities.

The sales force is comprised of nine men of proved merit. The general promotion work puts each salesman in constant possession of from sixty to eighty live inquiries. Each inquirer is mailed a lengthy follow-up of letters, folders, picture post-cards and the blotter and the paper weight. The blotter is built on the multiplex plan, a dozen of different colors being brought together with clinching pins under a celluloid cover, bearing a half-tone of the company's buildings and a little "insurance talk."

This is really a book of blotters. They may be torn off as fast as soiled. Obviously the scheme allows much longer "life" to the ad on the cover than does a single blotter. The paper weight is backed up with a mirror for the delectation of the lady office assistants (for men, of course, never use mirrors). A Bush Terminal building shows up through the glass top.

These are very conventional. But after a year of studying Mr. Ayers has achieved two novelties which he thinks are winners. One is made of metal resembling bronze, in the form of a Bush Terminal loft. Its "roof" may be lifted and the interior used as a container for miscellaneous office articles. Among the fixtures are an inkwell and a pen rack.

Altogether the article exactly reflects the proposition advertised and is designed to be a perpetual yet pleasant reminder. This is distributed to a fairly large number of inquiries through the salesmen. The intent is that it may be put upon the table in the *directors' room*, where policies are debated.

The second is designed to be of very exclusive circulation. Only

a hundred of these are being made at a cost of six dollars each. A piece of bric-a-brac so costly as this would speedily run into a good deal of money if sent to prospects indiscriminately.

As a matter of fact, it is sent to those firms which, while being potentially good prospects, have shown little interest. It is delivered by the salesmen, who count upon its attractiveness to earn them an interested audience with the president or other deciding executive officer.

This novelty is elaborate. It represents a group of the company's buildings, each "building" being about five inches high, every window and angle showing. Freight cars are shown in the plaza. The roof of each of the buildings is labeled with "pins" or "clips" or "rubbers," etc., and may be lifted on a hinge. A screw at one side of the base turns the date and also a different pithy phrase about the Bush Terminal service. Flanking a real clock on the middle front of the base are two inkwells bearing the company's monogram.

Altogether it is, as a novelty, somewhat sensational and its several uses and its real decorative value combine to assure it of a continual "preferred" position in front of the eyes of the recipient.

This is the kind of novelty that has use, that has been chosen with especial regard to the proposition to be advertised and that is given a carefully determined "circulation."

The Standard Oil Company makes a very special use of novelties in connection with its Marine Oil department. Engineers aboard ships that touch the home port only at intervals of two or three years are those who must be "reached" and influenced to buy. Obviously periodical advertising to these men, afloat upon the sea in tramp steamers or regular liners, would be as useless as advertising to the Esquimaux through Broadway signs.

The Standard Oil Company, however, has contrived to reach them through a distribution of novelties—watchfobs, engine room

Do You Know What "Specialty Advertising" Is?

Likewise "Premium Advertising?"

THE NOVELTY NEWS tells you. Twelve big issues a year, profusely illustrated—more than 3,000 inches of column space each month—devoted to "Novelty" or "Gift Advertising," "Souvenir" and "Premium Advertising," the use of Sign Specialties for Advertising, and the "Inducement Way to Sell Goods."

A publicity and business-building magazine entirely out of the rut. It appeals to original men.

Get out of the rut!

Every copy of THE NOVELTY NEWS tells you just what specialty advertising is; how it works; who uses it; for what purpose; at what cost; and with what results.

It tells you *where* to buy advertising novelties, specialties and staples, souvenirs, post cards and premium goods—*direct* of "first hands," *at maker's prices*.

It is the world's greatest market place for scheme advertising and selling propositions.

THE NOVELTY NEWS is \$2.00 a year domestic, \$2.50 Canadian and foreign.

Give me your subscription today and I will send you *free as a premium*, postage paid, a copy of my 164-page book, "Specialty Advertising—the New Way to Build Business." It is well bound in cloth.

John Lee Mahin says this book "is of fundamental importance to an advertiser considering the use of any or all advertising mediums."

You can't get stung! You can have your money back if not satisfied.

HENRY S. BUNTING, *Editor*

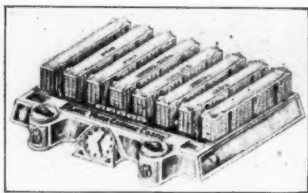
THE NOVELTY NEWS

215 South Market Street,
Chicago, U. S. A.

clocks, set in leather, pipes, etc. The representatives of the company all over the world are given allotments of the specialties to be distributed whenever a ship touches port, whether in Shanghai or Cape Town.

As may be known, the Standard Oil Company has given rather good "distribution" to its oil, which is available for an engineer wherever he happens to land. The novelty is thought to be a good-will cultivator and in this case is the only form of continual advertising possible.

The Coca-Cola Company has a long list of novelties for distribution to the trade as well as to the consumer. Among them are mirrors, watchfobs, calendars, napkins, pencils, fans, matches, knives, pocketbooks, change trays, etc. Nearly \$25,000 is being spent for pocket knives alone this year. These are being distributed to clerks as a reminder



BUSH TERMINAL NOVELTY.

to suggest to the wavering thirsty individual to drink Coca-Cola.

In its earlier days especially this concern was a strong believer in the distribution of specialties; not merely for their advertising value, but as a means for the salesmen to cultivate the good-will and get the ear of the dealer. To-day the very great advertising of Coca-Cola has created such a demand that the trade usually extends a warm welcome to the salesman.

The specialty therefore may not be as valuable to this particular company as formerly. Yet it is to-day serving a valuable purpose by influencing the clerk to give good display to store signs and to lend a hand at the critical moment when a sale is at stake.

The salesmen are the responsible "circulation managers" of these specialties.

The National Tube Company, of Pittsburg, is another concern which has definite ideas about the proper novelties to circulate. Every one of its specialties that are distributed by salesmen to the trade is made of tubing—fobs, paper weights, etc.

Its use of novelties conform to the ideas of O. C. Harn, of the National Lead Company, who expressed himself to PRINTERS' INK as follows:

"The greatest value of the novelty is that of a good-will producer. I am very skeptical of the advertising value of novelties as used by many manufacturers. The best use to which a novelty can be put is to picture the trademark of the advertiser. The next best use is to have it act, as it were, as a sample of the goods. The National Lead Company makes limited use of novelties. We give away, for instance, to painters, dealers and other large users a statuette of the little Dutch Boy Painter. We distribute Dutch Boy Painter fobs at conventions. To a certain extent we circulate Dutch Boy calendars. I think that a novelty should reflect the product advertised as nearly as may be. It should have an individuality that at once suggests the advertiser."

A cement company is distributing a novelty in a way that meets these specifications. The silver-plated device is made in the form of a bag of cement with the name and the trade-mark of the company stamped upon either side. This is distributed with discrimination to the largest users of cement or to those who may influence large sales of cement—architects, contractors and big builders.

TO RECORD A "HOT TIME"

The Rochester Ad Club, 154 members strong, paid a visit in thirty-four automobiles to East Aurora and the Roycroft workshops of Elbert Hubbard on June 10 and 11. Mr. Hubbard was presented a mahogany thermometer, made especially for the occasion. It is proposed to make the pilgrimage an annual one.

A manufacturer* of
a high-class toilet
article opened over one hun-
dred accounts from two quarter-page
advertisements in The Monthly
Style Book, to say nothing of
securing 8,000 or more inquiries.

*Has \$1600 ever worked as
hard for you?*

Francis R. Whigham

Manager Advertising Department
4th Avenue at 30th Street, New York



*Name on Request

"DOING THINGS" — THE REAL YARDSTICK

BIG SUCCESSES IN ADVERTISING WERE NOT NOURISHED ON MOONSHINE, BUT HARD PLUGGING AT PRACTICAL PROBLEMS — A FEW RAPS AT PESKY CRITICS WHO ARE PRONE TO LOOK AT MOUNTAINS WITH MICROSCOPES

By Bert Moses,

President, Association of American Advertisers, and Secretary of the Omega Chemical Company.

It is a matter of doubt whether two advertisers ever attained big success in the same way.

Emerson tells us that every great institution is the lengthened shadow of one man. Which means that success is individual, and not the result of following fixed rules.

The recent discussion in *PRINTERS' INK* about technical tommyrot will convert no one, because the dividing line between the practical and the visionary is sharp and distinct.

Men who have been "up against it" will always differ from men who merely theorize and "see things."

Each attempt to analyze and sift and weigh and select and formulate rules will always come to a different conclusion.

No two successful advertisers ever used the same methods, the same type, the same display, the same illustrations or the same plans.

Some have "arrived" by using newspapers, some with street cars, some with magazines, some with almanacs and some with trading stamps.

As a matter of fact, successful advertising is individual, and is the creature of the brain of some one who does it *his* way, whether it is correct theoretically or not.

If it is correct in theory that point is as much a coincidence as a natural sequence.

The point is that all this fine writing about balance, contrast, harmony and atmosphere in the arrangement of an advertisement is technical prattle that spoils many a promising man.

Rockefeller "got there" with ad-

vertising that didn't get favorable mention in the technical papers.

Carnegie built up a bank balance in much the same way.

They got the "long green" without knowing long primer.

What did John Wanamaker know in the beginning about harmony in the mechanical end of his advertising?

Did Post consult a chart prepared in an editorial room of a college in promoting Grape Nuts and Postum?

Have Heinz pickles become known throughout the world because the man behind them followed the advice of some writer who dallied with psychological piffle? Who told him that "57 Varieties" would make him famous? Who now can say "67 Varieties" and get where Heinz is?

What had balance or borders to do in pouring millions into the Emerson Bromo Seltzer coffers?

Talk to Wrigley and see if he learned how to set the country chewing Spearmint by theory or by the hardest variety of knocks.

Is the National Cash Register institution a matter of moonshine or a matter of Patterson?

Who told Foster how to establish the International Correspondence Schools?

Old Dutch Cleanser is selling big and so are Gold Dust and Sapolio and Ivory Soap and Uneeda Biscuit and a long line of other staples, not because the same type and the same space and the same borders and the same balance and the same illustrations are used, but because their methods differ widely.

If you think success is a matter of doing certain things a certain way, go ahead and do precisely as some of these big folks have done. Make an article just like theirs, sell it at the same price, copy their ads verbatim, use the same type, the same space, the same illustrations and the same mediums and see where you come out.

It is almost an axiom in advertising that a man who copies another seldom lives in Europe in

summer or at the Waldorf in winter.

I may be wrong, but I do not know of any professional theorist who tells other folks how to set up their ads and get the proper balance, who himself ever became successful in putting up his own money against his beautiful dope—not one.

When anybody tells you he can determine in advance whether a certain series of ads will prove profitable, ask him to put up a bend behind his belief, and watch him duck.

Charles Austin Bates once said in effect if he possessed such ability and could look into the future and forecast certain results he would charge a thousand dollars a minute. He would have people waiting in a long line outside his office and an emergency call would have to be sent to headquarters for cops to preserve order.

Recently some one said in PRINTERS' INK that the Omega Oil Goose Boy was a failure and that the technical folks could have supplied the necessary prophetic vision to see the coming failure.

It is becoming more and more apparent every day that the celebrated Goose Boy did more to fix the name Omega Oil in people's minds than any other advertising the Omega Chemical Company has ever done. It particularly impressed the children, now grown into young men and women, and the name will be a lifelong memory.

All of us have been lured hither and yon by the artful theorist.

When he happened to put one over that we could realize upon he was "the goods" all right, but the Blue Envelope waited around the corner.

I salute the man who "does things" with his theories, but the professional - advertising - advice giver with a vapory vision is a dangerous man.

PRINTERS' INK has always been a power in advertising because it has always been practical.

It has told more about what folks have done than what they have thought.

Dear old George P. Rowell, the

The Women

The women
who read The
Woman's Home
Companion
are not merely
any women;
they are
the women who
read The
Woman's Home
Companion.

greatest of them all, once told me that there was nothing sure in advertising; that it was as uncertain as a jury's verdict or a ball game.

Experience has taught me this, and most men who have gone down the line frankly admit the truth of the assertion.

And so I have behind me in my position none other than the man who has left so deep an impression upon the world of advertising.

Advertising problems are seldom alike except in a few broad essentials.

The technique, the details, the copy, the mediums, the territory, the methods differ widely.

Each man must work out his own salvation, for the things that win for one are apt to lose for another.

And behind every successful enterprise—to supply the Emersonian shadow—there must be one man who has the nerve, the confidence, the faith, the energy, the money (or the ability to get it)—and it doesn't matter whether he shut himself away from the world four years in college or not.

Given the right man, you can hide all your theoretical and technical twaddle under a bushel of bushels and he'll come home with the mazuma just the same.

If any prospective advertiser reads this I suggest that he put his advertising in the hands of a practical man in the beginning.

When he makes his pile he can afford a theorist.

There is but one problem of consequence that confronts the advertiser to-day, and that is the elimination of dishonesty.

It is dishonest to exaggerate or make false statements in advertisements.

The public has been deceived so long and so often that it is difficult for the reputable advertiser who sticks to facts without misleading embellishments, to get the confidence of the reader.

Exaggeration is an evil that must be eliminated before psychology will prevail.

A truthful advertisement that

the public believes will pull whether the balance be bad or the border bum; whether the paper is 80-pound coated or whether the screen used in making the halftones was fine or coarse.

It is also dishonest for the publisher to tell the advertiser his circulation is more than the facts warrant.

I am vitally interested in honest circulation statements, honest street car, billboard and distribution service and honest advertising all around.

Much of my time is given to the Association of American Advertisers, which is endeavoring as best it can to attain those desirable ends.

It is a work of the heart and the recompense is the joy of sharing in a mission that incalculably benefits every advertiser, whether he is a member of the association or not.

Ours is a Spartan band working against many odds, but the object sought is so essential, so vital, so eternally right, that it must prevail in the end.

All advertising men ought to get together on a broad platform of two words—Honest Advertising.

When advertising has been so reformed that the public believes in it implicitly there will be many leisure moments in which to dream and forecast and deal with lesser things.

WACO AD CLUB REORGANIZED

The Waco, Tex., Ad Club was reorganized on June 7, with these officers: President, W. V. Crawford; vice-president, Sidney Herz; secretary-treasurer, A. C. Patton. Directors: W. J. Mitchel, George G. Stubblefield, M. B. Davis, Jr., James Mistrot, G. Stratton and S. R. Wills. Advisory Board: A. R. McCollum and C. J. Glover, Sr.

An address on advertising was delivered by Sol. Hirschberg.

TALK TO N. Y. "TIMES" STAFF

Frank L. Blanchard, managing editor of *The Editor and Publisher*, New York, and instructor of the class in advertising at the Twenty-third Street Y. M. C. A., delivered an address to the advertising staff of the New York *Times*, June 14, on "Publicity for Public Utility Corporations."

It is your interest to use LIFE or any publication which shows such progress :

233% Circulation Increase

186% Advertising Increase

The above figures show the percentage of increase in LIFE'S business from July, 1908, up to July, 1911, which completes my three years in LIFE'S service.

The reason for LIFE'S prosperity is because of a much improved publication and the value it offers advertisers.

- FIRST: More readers per copy than any publication printed.
- SECOND: LIFE is purchased by people who actually want it and read it from cover to cover.
- THIRD: Exceptional possibilities of creating sales because it reaches people who have the means if you have created the desire.
- FOURTH: Individual style of make-up of advertising pages where every advertisement is seen irrespective of size.
- FIFTH: A publication with a purpose whose readers have confidence in everything connected with LIFE, advertising included.
- SIXTH: LIFE stamps your goods as of the quality kind and gives them prestige with dealer and consumer.

Preserve these reasons and file them as a reminder to give that paper—LIFE—thorough consideration when making up your list.

Always glad to do business according to LIFE'S rate book.

Geo. B. Richardson, Adv. Mgr., 31st St. West, No. 17, New York.

B. F. Provandie, Marquette Bldg., No. 1204, Chicago, Ill.

"SELLEM" AND "COPYCUSS" ARGUE ADVERTISING RATES

HAVE RATES DOUBLED IN LAST TEN YEARS?—ARGUMENT GETTING IN DEEP WATER WHEN THE TIMELY ADVENT OF THE PORTER SAVED THE DAY—OVERHEARD ON THE 20TH CENTURY LIMITED

By H. D. Kathvir.

DRAMATIS PERSONAE:

MR. SELLEM, a former advertiser, but now a seller of space.

MR. COPYCUSS, a well-known advertising manager.

THE LISTENER, who couldn't help hearing all about it, even when he tried.

THE PORTER, of dark complexion and melodious voice.

Passengers, trainmen, newsboy, and all the rest of the layout.

SCENE: On the "Twentieth Century Limited," from Chicago to New York.

TIME: Late afternoon.

(Enter NEWSBOY, bearing a great armful of magazines.)

COPYCUSS: Here, lad, give me Everybody's, McClure's, Century, Harper's and Scribner's.

SELLEM (looking over the magazines Copycuss has just handed him): My, what an advertising revenue! See, what a splendid line of business these publications carry.

COPYCUSS: Yes, but think of the money they charge the advertiser. Seems as if every few days I get a new rate card saying the rates of something or other are going up September 1, but that I can still get in at the old rate.

SELLEM: That shows that circulations are growing and the magazines are giving more for the money than ever before.

COPYCUSS: Don't you believe it. The advertising rates have doubled in the last ten years, not only in magazines, but in everything. You must remember, Mr. Sellem, how much lower the rates used to be. You can see for yourself how they've doubled.

SELLEM: What reason have you for saying this except to make your own share in the work seem more difficult?

COPYCUSS: Take the Sunday edition of a great metropolitan daily; to-day it commands a rate fully double that which it quoted ten years ago.

SELLEM: Yes, but the circulation is over twice as great. Ten years ago we had no Sunday papers with 500,000 circulation.

COPYCUSS: True, but the Sunday papers are more than twice as large; in fact, I have one in mind that it would take three men to read.

SELLEM: I can't grant you this point, because advertisements are not addressed to readers, but to skimmers. A skimmer opens his Sunday paper and presently, attracted by some advertising genius, becomes a customer for a new brand.

COPYCUSS: Well, what do you say to street-car signs? In one of the largest cities in America ten years ago I bought double signs for exactly the same price that we must pay for single signs to-day.

SELLEM: I know the city to which you refer, but the rate has not been raised in the least, as I can readily prove to you. If you will examine the trackage of that city you will find it is about the same, while the population is fifty per cent greater. This means that a great many more people travel now in the cars than did ten years ago.

COPYCUSS: True, but the range of the human eye has not increased in the slightest and so only so many people can see the sign, and this disposes of any advantage by reason of larger cars. The passenger can only be influenced by signs within a radius of, say, twenty feet.

SELLEM: There is something in what you say, but within the last ten years we have entered upon the era of universal transfers and intensive travel. Factories now are located all over the city and workmen think nothing of traveling from one corner of the town to the other. In doing this, they transfer once and often twice. Thus you actually have two and three chances at a reader where formerly you had but one.

COPYCUSS: Superficial. For you have overlooked the cogent fact that ten years ago a passenger traveling five miles would perforce face your sign for forty minutes. To-day he is whisked to

his destination in twenty minutes and, further, I would say—

[Enter the PORTER.]

PORTER: De fust call for din-nah—now ready in de dinin' car. De tenth car forward. Service à la carte.

[Omnes celeriter exeunt.]

A. S. A. M. "PROGRAMME ADVERTISING" REPORT TOUCHES THE SPOT

A copy of the Report of the Committee on Special Editions, Programmes and Semi-Charitable Advertising Solicitation, appointed by the Association of National Advertising Managers, has been sent to the standard magazines, women's publications, newspapers in cities and small towns throughout the entire country, trade papers, foreign language publications, etc. The publications of minor importance were included because it is with them and newspapers that the report is expected to do its most effective work.

Communications have been already received by the committee indicating that the Report is doing good work and creating considerable interest. The *New York Times* made a request for additional copies; and one small town newspaper sent us additional names to whom it was suggested that we send copies of the report.

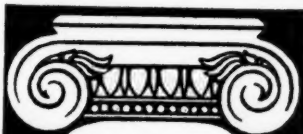
The Northwestern Knitting Company, of Minneapolis, made a request for fifty copies, and the Twin City Investigating Bureau, of Minneapolis, which has done considerable investigating in connection with semi-charitable advertising solicitation, have asked for five hundred copies of the report for distribution to its members.

The *Daily Picayune*, of New Orleans, in complimenting the association upon the report, said: "On September 1st of each year the *Picayune* gets out a slightly larger than usual edition. At all other times we avoid these Business Killers—for there always is a big reaction after one is gotten out."

The souvenir programme published by the Pittsburg Merchants' Association on the occasion of their annual outing is referred to by Secretary Martin in a Bulletin. How favorably or unfavorably some advertisers look upon this kind of an advertising medium is indicated by the fact that the copy for some of the page advertisements is: "Compliments of a Friendly Company," "Compliments of a Famous Boston House." Other advertisers simply put their names in the space, with such remarks as "Yours for a good time."

Additional copies of the committee's report will be supplied to members upon request, for their use in handing out to solicitors of semi-charitable advertising.

The Utility Publishing Company has been incorporated in Wilmington, Del., with a capital of \$200,000 to do a general printing and publishing business.



Years of
advertising
experience
has built
up of
Everybody's
a strong
business-
getting
machine
which
anyone can
use who is
strong
enough.
But the
faint-hearted
will fall by
the way.

Nottingham's
column

"COPY BEHIND THE GLASS"

WINDOW DISPLAYS EFFECTIVE IN PROPORTION TO THE SELLING SENSE PUT INTO THEM—GETTING CLOSE TO PROSPECT—SOURCES OF INFORMATION AND SUGGESTION

BURROUGHS ADDING MACHINE Co.
LOUISVILLE BRANCH

LOUISVILLE, Ky., May 27, 1911.

Editor of PRINTERS' INK:

I am looking for ideas for window displays. Can you put me in touch with some one from whom I can secure these ideas, or a line on where I can secure some good book or illustrations on this subject.

As a regular reader of your publication, I get a number of good ideas from PRINTERS' INK. FRANK B. JONES.

Books and booklets on window display are published by some trade papers and correspondence schools. They have mostly to do, however, with mechanical details, such as methods of draping, construction of stands, etc., and probably would afford little help to the salesman or sales manager in search of vital selling ideas.

The best sources of practical information and suggestion would be the windows of enterprising merchants; the men who dress them; the trade papers in different lines, which generally devote more or less space to effective window displays and offer constructive criticism; the house organs of some national advertisers who make the promotion of window display one of their principal activities; and the trade literature dealing with display.

Almost any enterprising local dealer would have plenty of such material from which ideas might be gleaned. There is no quicker or better method of getting at it.

In particular, the window methods of the Victor Talking Machine Company and the other talking machine companies, the National Cash Register Company and the International Correspondence Schools are worth investigation, since these concerns have gone further than most national distributors in getting selling talk into "window copy."

Window display, of course, is nothing less than advertising and selling. It has got to secure attention, provoke interest, awaken

desire, and possibly get the decision to buy. The closer the idea in question can be brought to the personal business life of the prospective customer, the greater are the chances of success.

Thus, the National Cash Register Company makes it easy for the man in the street to imagine the machine in his own store by picturing other stores equipped with cash registers and illustrating the saving in security, time and money. This analysis and application are in line with the best selling thought.

Attention-getting is a little more certain when the display "hangs together" well, when it makes a single strong point and all of the details contribute to the impression. It is the singleness of effect that gives the mental jolt. It is one of the hardest things to secure and one of the things best worth while. For this reason, mere prettiness or smartness of display should be relentlessly subordinated to the more important matter of "putting over" the idea.

It is not always necessary to stick the article to be sold into the middle of every display. It should always be kept well in sight, but it is generally better to feature the *use* or *benefit* of the article, because this is what the customer is interested in and what he really buys, the material and mechanism being an incidental detail.

Window displays can be used as well for eliciting inquiries as for aggressive selling or general publicity. Only experience can tell which is the timely method. Sometimes one is right, sometimes another. If inquiries are sought, booklets or other literature or novelties would be played up; anything, in fact, which would bring a man in and distinguish him as an interested prospect.

Window display, while a live subject with the retailer for a long time, is only just beginning to get the attention from the manufacturer that it deserves. It will be treated more exhaustively in future issues of PRINTERS' INK.

What Is Advertising Response?

The Advertising Response (so-called) of a given publication includes (1) Purchasing Ability per Reader, (2) Their Disposition to Answer Advertisements in General, (3) Increased Responsiveness to an Advertisement simply because they see it in a favorite publication.

The Advertising Response of **The Christian Herald** is unequalled—for three reasons:

1—Purchasing Ability per Reader

In twenty-five small towns, taken at random, one out of every twenty of the subscribers was found to own a motor car, and the majority of these cars were comparatively expensive ones.

2—Tendency to Answer Advertisements in General

They are the kind of people who are accustomed to answer advertisements, because an unusually large proportion of them became subscribers to **The Christian Herald** in response to one of **The Christian Herald's** own advertisements.

3—Increased Responsiveness to an Advertisement just because they see it in The Christian Herald

For a period of years 86% of **The Christian Herald's** subscribers have renewed, a larger percentage of renewals than was ever achieved by any other publication, so they subscribe for **The Christian Herald** because they really want it, and not because of any unrelated inducements. As the publishers' printed guarantee of all the advertising appears in every issue, their confidence in the advertising they find in **The Christian Herald** is assured. In addition, **The Christian Herald** is a kind of secular Bible to its own subscribers in point of authoritativeness, because of its editorial character and their consequent receptive attitude toward all they find therein.

Therefore no periodical goes to its subscribers as authoritatively as **The Christian Herald**, with the result that the subscribers to **The Christian Herald** are *more responsive to advertising in The Christian Herald than to the very same advertising when they see it elsewhere.*

* * *

Summing up, we find, then, that on all three counts—(1) Purchasing Ability per Capita; (2) Disposition to answer Advertisements in general; (3) Increased Responsiveness to an advertisement simply because they see it in **The Christian Herald**—**The Christian Herald** offers advertisers more "advertising response," in proportion to advertising cost, than any other national periodical.

COMFORT

MID-SUMMER, SHORT STORY

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE
VOL. XXIII

NO. 10

AUGUST
1911



Published at
AUGUSTA, MAINE.

AUGUST COMFORT

that smart fiction number, with ten thrilling stories complete, will be the family solace of the farmers' mid-summer leisure

*And Will Bring
Its Advertisers
Large Returns*

COMFORT is one of the very few magazines that made a gain in advertising last August; that's because COMFORT pays in August,—always pays every month if the ad. is any good. With the keyed-ad men COMFORT is the standard by which they judge the pulling quality of their ads. Don't miss

*August the
Last Chance at
\$3.00 Summer Rate*

Test your ads in August COMFORT to see if they are right before launching them in your fall campaign.

August forms close July 15.
Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

REVILLON FRERES BEGIN ADVERTISING IN 189TH YEAR

PUTTING OUT A TRADE-MARKED LINE OF FURS — ANNOUNCEMENT OF THE FIRST FUR CAMPAIGN ADDS SCORES OF DEALERS—WAKING UP THE SALESMEN TO THE STRENGTH OF NATIONAL ADVERTISING—THE ADVENTUROUS WORK OF FUR-GATHERING AS ADVERTISING MATERIAL

By Kirke S. Pickett.

Revillon Frères, Furs."

Such is the heading of the first ad a famous old house has selected for its first venture as a national advertiser. It strikes a Tiffany-like note of restraint that hints nothing of a romantic business history of 189 years, of Arctic and tropical backgrounds in Canada, Siberia, Persia and Africa, or of an organization that finds it as necessary to control its clerks in New York, Paris, London and Leipsic as to outfit the halfbreed Indian for his six months' solitary hunt in the frozen stretches beyond the Arctic Circle.

Give the novelist the range of an enterprise like this and he would produce a vivid story. Given to the advertising man and he has produced what?—a *trade-mark*.

A chronicler of selling campaigns is at times sorely tempted to turn story writer in order to give proper expression to the endeavors that have gone to make possible a prosaic brand of goods. And never more so than in presenting the facts of the new Revillon Frères advertising.

The story of this business is replete with human interest and color. It began in 1723, when one Monsieur Jean Jancke undertook to sell furs. Eleven years later, with considerable discrimination, he married his daughter to Louis Victor Revillon, who, being a born organizer, assumed control of the business and so set in motion an enterprise which, to quote President T. W. Rourke, of the American house, aims to-day to

"have one of its men at hand wherever a fur-bearing animal wags its tail." In Canada alone there are 125 posts, to which are attached hundreds of trappers who comb the remotest districts.

This campaign is particularly interesting because Revillons claim to be the first national advertisers of furs. Furs have heretofore been sold after the old-fashioned method under which the retailer made himself the chief sponsor of quality. That Revillon Frères, doing a gross business of \$25,000,000 or over, have never heretofore tried to give their name a national standing through advertising is rather surprising.

The significance of the new advertising was quickly understood by the trade. The trade work, as a matter of fact, calls for rather extended description, for it has been done thoroughly and with good results.

Within one month after the be-



Will the Fur Trade
please sit up
and take notice

A CLEVER COVER OF THE TRADE CIRCULAR

ginning of the trade campaign, May 5, 2,500 merchants had asked the house for information. The meaning of the new campaign was explained to dealers through trade journals, through mailed circulars and through Revillon salesmen. The trade journals used were *Crerar's Cloak Journal*, *Dry Goods Economist*, *American Cloak and Suit Review*, *Nugent's*

Bulletin, Clothier & Furnisher, Dry Goods Reporter, Men's Wear and Chicago Apparel Gazette.

The first mailed circular produced striking results. This four-page folder carried the picture of a bear on the front page along with the title: "Will the Fur Trade Please Sit Up and Take Notice." Effort was made to have every fur merchant in the United States read this. Success in the retail fur business, it was pointed out, depends upon public confidence. Few people are judges of furs and do not pretend to be able to detect such frauds as skilled and unscrupulous fur-makers are able to perpetrate. Expensive furs are a lifetime's investment. Dealers have learned how even

will appear in the following periodicals: *Ladies' Home Journal, Saturday Evening Post, Delineator, Designer, New Idea, Harper's Bazar, McCall's, Pictorial Review, Good Housekeeping, Woman's Home Companion, Century, Scribner's, Harper's, American, Everybody's, McClure's, Hampton's and Cosmopolitan.*

"This campaign is not only commercial, but educational," the argument further commented. "We propose to make the name Revillon synonymous with good furs in the mind of every fur wearer in the country."

"We want one merchant, the best, in every community, to handle Revillon furs, and we propose to give him the most effective and practical co-operation that can be devised. We will give him facilities by which he has practically our entire stock at his disposal to help him attract and hold the best fur trade in his community."

In a new campaign like this the Revillons need strong local co-operation. For this reason it was decided that the number of dealers in a community should be restricted. Even in the four or five largest cities there will be only three or four dealers, who may profitably combine to advertise their Revillon line. Cities the size of Utica (N. Y.) or smaller will have only one dealer, and

this one the best equipped for promoting and holding sales.

The "dealer helps" referred to are varied. First is a catalogue of several hundred pages, from which a customer may order such furs as the dealer does not carry in stock. It has been artistically illustrated by a competent artist.

Then come window and show-cards in color, a "cut service" for merchants who will lend



Revillon Freres Furs

THE REVILLON FURS are made to the largest and latest fashions in the world with the finest quality of skins and trimmings. They are made in Paris, London, Leipzig, New York and other leading cities. The quality is guaranteed. The price is reasonable. The Revillon Fur is the best fur in the world.



Revillon Freres Furs

Quality Style Economy

THE REVILLON FURS are made to the largest and latest fashions in the world with the finest quality of skins and trimmings. They are made in Paris, London, Leipzig, New York and other leading cities. The quality is guaranteed. The price is reasonable. The Revillon Fur is the best fur in the world.



Revillon Freres Furs

THE REVILLON FURS are made to the largest and latest fashions in the world with the finest quality of skins and trimmings. They are made in Paris, London, Leipzig, New York and other leading cities. The quality is guaranteed. The price is reasonable. The Revillon Fur is the best fur in the world.



Revillon Freres Furs

THE REVILLON FURS are made to the largest and latest fashions in the world with the finest quality of skins and trimmings. They are made in Paris, London, Leipzig, New York and other leading cities. The quality is guaranteed. The price is reasonable. The Revillon Fur is the best fur in the world.

THESE ADS IN THE WOMEN'S MAGAZINES WILL APPEAR IN THE FALL

the slightest suspicion decreases sales seriously. They may therefore with a good will make themselves distributors of a trade-marked fur put out by a house whose name has given assurance of high quality for almost two hundred years.

Beginning with the September magazines, appearing in August, the circular continued to explain. Revillon Frères' fur advertising

That Intangible Thing Called "Service"

SOME advertising agents feature their Copy Staff. Some their Art Department. Others their Space Buying Experts. While others their Merchandising Knowledge.

If we sought advertising *only* on our ability to do all these things *well*, we'd have no stronger claim for recognition than any other efficiently conducted agency.

But we solicit business on the offer of *broader service*.

By way of illustration:

Recently we secured several high-grade accounts. These in the face of keen competition.

The advertisers selected us for this reason:

In outlining these campaigns we made certain suggestions. Not "stunts," mind you, nor risky experiments. But perfectly safe and practical schemes for exploiting merchandise in a *different* way.

Because we offered something in *addition* to an exceptionally efficient "regular" service, we were given the business. Also the *distinction*, by some of our dis-

gruntled competitors, of going *outside the province of an advertising agency*.

It is thus we are individualized.

Our whole aim and object is to render a service that embraces every profitable method of exploiting merchandise that a corps of experienced advertising men can devise.

In your business there may be boundless possibilities for expansion. There may be ways of advertising your product that no one has yet pointed out. Or there may be trade aids that would back up your present advertising just where support is needed.

We solicit the chance to analyze your problem. You risk nothing but your time in learning what we can do.

Foster Debevoise Company

15-17 West 38th Street, New York

'Phone, 5235 Murray Hill

a hand with newspaper advertising, circulars for local mailing, bill slips and such special help as the dealers need.

The bill slips are a species of promotion endeavor that is growing into considerable favor with advertisers. The Revillon slips are provided the dealer for mailing out with his monthly statements to "charge" customers. They are of two kinds, those describing the highest quality furs for the *de luxe* trade and those for the middle-class trade, with pocketbooks of only moderate length.

This bill slip advertising may be centered with peculiar effectiveness upon the attention of just those who are most likely to buy. Charge customers are those whose trade, as a rule, is not limited to the dimensions of an inflexible income. When a woman receives a statement of indebtedness she is psychologically in an interesting state of mind. With feminine impulsiveness she may be somewhat annoyed by this intimation to "settle." But if the statement is accompanied by a graceful suggestion that her further patronage is desired for a very exclusive kind of goods, why does not such an enclosure transform a possible pique into a gratified attention? There is nothing slipshod about these little slips. While they are relatively unimportant, they have been prepared with care. Each one carries a reproduction of one of the Anna Burnham Westermann drawings of stylish, fur-clad women, gives brief mention of some "exquisite Revillon designs" and extends a cordial invitation to view the exhibition.

That house which is the first of a non-advertising industry to advertise is usually wise to expect only moderate returns till a certain amount of educational advertising has been carried on. But the Revillons, while the first of the fur trade to advertise, do not expect to have to wait long for signs of marked trade stimulation. Furs, after all, are clothing and the advertising of the big clothing houses have already done the necessary educational work and

consequently the Revillon advertising will not impress the public as being the novelty it really is.

TRAINING THE SALESMEN

The Revillons did not dispatch their salesmen to various parts of the country meagerly informed about the nature and the extent of the advertising. They were individually drilled in presenting the information in the most telling way. A syllabus, cogently and clearly phrased, was put into their hands. They have heretofore represented a house that did not advertise nationally. They have known advertising therefore only from the outside, as it were, and they could not with reason be expected to absorb the significance of the new campaign without careful coaching.

So many advertisers are struggling with the task of making their salesmen capable co-operative factors with the advertising that the Revillon instructions to salesmen are here given for their suggestive value:

In approaching dealers about the advertising campaign salesmen will find a little opposition at first, though not nearly so much as there would have been a few years ago. Retailers are finding it is much easier to sell strongly advertised lines for the following reasons: (1) Customers know that retailers do not manufacture, and they like to be able to identify the goods they buy—to know where they come from. (2) They know that only strong and well-organized firms can afford to advertise, and they are well enough informed about modern business to know that such firms can produce goods more economically and give better values. (3) They feel that the trade-mark of a good house is a genuine protection and guarantee of quality, since it is evident that no maker places his name on goods unless he is willing to back them with his reputation.

Retailers who have had experience in handling advertised goods will understand and appreciate advertising plans, and will co-operate heartily. This is especially true of those who have handled trade-marked clothing from firms like Hart Schaffner & Marx, Kuppenheimer, etc.

A few retailers will have it firmly in their heads that Revillon is trying to do a mail-order business and at the same time sell to the trade. To disabuse them of this idea show them a file of the advertisements—which will be furnished to each salesman. The matter in these advertisements is the best evidence that the work is entirely for dealer's benefit. Remind him that it is much better for a large firm like

Revillon to build up a strong business for their trade-marked furs in each large town than to attempt to run a major concern, which would be a limited and unsatisfactory outlet for these goods.

Other dealers will have the idea that the expense of advertising will be added to the goods, making them higher priced and cutting down the margin of profit. The answer is that all goods have to carry the cost of selling, and that advertising has been proved over and over again to be the most economical of all selling methods, adding so much to the volume of sales that the cost of selling is materially reduced.

Still other dealers may say that it would do them more good to have a case appropriation to spend on local advertising. Their attention must be called to the point that the campaign includes provision for advertising matter for local use, viz.: Electros for newspaper work, special advertising service for sales, bill slips of high quality, window and showroom cards.

Show photographic prints of the Westermann drawings. Explain that they are made by the highest-priced fashion artist in the country. Point out that local advertising could not use such drawings in half-tone. Magazines are kept for several months, and each year's work helps to make the trade-mark familiar for ensuing years, benefitting dealer and maker permanently.

Call attention to the fact that Revillon Frères are the first fur manufacturers to adopt this policy of spending money to help the retailer make sales. This policy has been tried and proved successful in other lines similar to furs, and there is every reason to expect that it will be a very material help in increasing fur business. Retailers have felt the adverse influence of the mail-order advertising of furs which have taken a large number of good fur orders out of their localities. They will have in our advertising campaign the benefit of much larger and handsomer advertisements working with them instead of against them.

Revillon Frères have not failed to make use, though in a minor way, of their long and interesting history as gatherers of furs in the silent places and as distributors in the cities and towns. Provided for follow-up inquiries is the "Revillon Library," four booklets sent under one cover. These are entitled: "Fur Trapping in the North," "The Oldest Fur House in the World," "How to Select and Care for Your Furs" and "History of the Fur Garment."

This campaign is carried on by the American house only, of which W. F. Prausa is advertising manager. Jos. A. Richards and Staff



ONCE the grocer scooped up Food Products from a barrel or a box into scales and then into paper bags.

NOW he hands them out in neat, clean packages, put up at the factories under the most sanitary conditions.



What has brought about this change?

The women's publications and particularly the Butterick Trio, which has for 30 years been a daily force in millions of homes through its editorials and the advertising it carries.

This force is at your disposal to introduce your goods, if you have the kind of goods that will help make these homes better.

The Butterick Trio

Robert Frothingham
Advertising Manager

Butterick Building, New York

F. H. RALSTEN, Western Adv. Manager
First National Bank Building, Chicago

THE "STANDARD BREAD" AFFAIR

PRESS CAMPAIGN WHICH CREATED
A NON-PROPRIETARY SPECIALTY—
GOVERNMENT DEPARTMENT
STIRRED TO ACTION WHICH HELPS
ADVERTISERS

Special Correspondence.

CLUN HOUSE, London, England.

Proprietary bread is a quaint business. The people who advertise the bread never make any of it. All that they do is to supply bakers with a proprietary flour and sell them trade-marked tins to bake it in. The first concern to start this game was, I believe, the Hovis Company, founded about 25 years ago. Practically every baker supplies Hovis bread to-day, and a good many supply some of the other proprietary breads also. There are many others, each having some peculiar character of its own (often patented), but all worked, as regards trade organization, in the same way. There are, for instance, Artox bread, Bermaline bread, Bipsine bread, Maltina bread, Triticumina bread, Turog bread and others; but all of them put together, with Hovis (the biggest seller of the lot), too, hardly make a dent in the bread business. I suppose that easily 95 per cent of the bread eaten is ordinary unproprietary white bread.

Modern methods, including the use of hard foreign wheats, have changed the milling business, by introducing steel grinding, which produces a very fine flour and makes it possible to get an intensely white bread out of wheat which formerly could not have been used for bread-making at all. But according to some diet experts this finely ground white flour is poor in feeding quality and does not have bone-forming power, so that it is bad for children and causes decay of the teeth by starving the system of bone phosphates. It contains none of the rich oily germ, the most nutritious part of the wheat, and is consequently poor value for its price.

A little while ago Sir Oswald

Mosley, Baronet, who owns about 3,800 acres of farm land, grew all worked-up about the superiority of the old-fashioned stone-ground flour, with 80 per cent of the whole wheat in it and all the germ; and he began having loaves made of this sort of flour and giving them out to people who wanted to try what real, old-fashioned farmhouse bread was like. The *Daily Mail* entered into this project and Lord Northcliffe became personally enthusiastic on the subject. The *Daily Mail* called the baronet's bread "Standard Bread," and using this name began to recommend it very highly. People began to ask their bakers for "Standard" bread and bakers began to supply it, getting their flour wherever they pleased, for no one wanted to make any money out of the thing as a proprietary. It was a public benefit campaign; and soon all the Harmsworth group of papers—something like 60 of them—were pushing the idea ahead with all their might.

Incidentally the movement proved a fact which I am always pointing out—namely, that if you advertise a thing enough, you can always increase the total consumption of it. Undoubtedly John Bull's bread bill has been materially increased through the enormous power of the papers controlled by Lord Northcliffe and the Harmsworth family. The bakers are happy, for Standard flour, now supplied by all millers, costs a trifle less than ordinary flour. Some bakers tried to get a higher price for the Standard bread; but the *Daily Mail* stopped them at this, the law requiring all bread except "fancy" bread to be sold by weight. The makers of what we call biscuits are also getting something out of the movement by selling Standard flour crackers.

Thus we have the curious effect of what is very like a proprietary bread or flour being worked up to a big sale without paying tribute to anyone. The people are getting better value for their money, that is all; and the bakers are doing more business.

Furthermore, the attention

A Big Stir in Brooklyn

The Brooklyn Daily Times has been for many years a prosperous and conservative newspaper. It was satisfied with furnishing "quality" circulation of a high class. Its predominance on Long Island and in a good share of Brooklyn was generally recognized. When, however, the Peters estate, which had owned it for many years, decided to sell the property last year, a new and active management came in, a more vigorous policy was inaugurated and a stirring circulation campaign begun. Salesmanship was brought into play and the response was immediate. In less than six months the circulation of the paper reached 40,000 copies. A late edition, with baseball news, went to 10,000 net in a few weeks. And it is still growing.

The Local Situation

The Brooklyn Times, in years gone by, was noted for having one of the highest rates per thousand of circulation among all the newspapers of the country. It stood by its guns and refused to yield on the per line basis, no matter how large the copy. The new management, while not radically changing the character of the paper, decided that quantity must go with quality, and with the greater circulation has not advanced the rates. To-day it believes its net circulation is the largest in Brooklyn and Long Island. In a community of a million souls which used to be known as the Times district it has at least double and, perhaps, three times the circulation of any paper.

Facts Worth Investigating

The newer parts of Brooklyn, Queens and Nassau Counties are growing more rapidly in population than any other section of the United States. It is a prosperous community, amply able to buy what it wants, progressive and open to new ideas. On Long Island are the homes of many thousands of New Yorkers who are now able to reach the business district of Manhattan via the new tunnels and bridges in less than an hour. The Times is known to lead the procession there.

For rates address—

THE BROOKLYN DAILY TIMES

24-26 Broadway, Brooklyn

I. A. Klein, Foreign Representative, Metropolitan Tower, New York.

A Monograph on Good Clothes

By William Vroom

Your Uncle, Ralph Waldo of Concord, used to say that only the man with a fortune already made and "salted" away could afford to walk down the street with his coat out at the elbows.

Men whose fortunes are yet to be made need the assistance of good clothes—pin that up, friend, and don't forget it!

I am making up some handsome two-garment English Serges specially priced at \$40. These garments are tailored right up to the Vroom standard, and are, in my opinion, quite as good as anything ever offered before at the price.

I will appreciate an inspection of these cloths.

They have more than a low price to commend them—they have the ear-marks of serge suits that are usually priced \$50 and \$55.

To repeat: My price is \$40.

vroom-
 **taylor**

**Eleven fifty five
Broadway**

at 27th Street

focused on bread led to questions in Parliament about nitrate-bleached white flours, and the Local Government Board (a department of the Government presided over by the Rt. Hon. John Burns, M. P.), called for reports upon this product, said to be unwholesome.

But, just as in the parable, the only individual who was not perfectly content in the end was the fatted calf, so here there is one kick. The proprietary bread concerns are not pleased, because people have switched to Standard bread. There were some who took the trouble lying down. Others stood up to it. Notably, the Hovis Company "took it fighting." Hovis flour differs from other flour in a manner which needs some technical explanation. It retains the oily germ from which, if the grain were planted, growth would begin. This germ has much more nutritive power for its weight than any other part of the wheat. But it is usually thrown out because the germ gives the bread a bad color, and also a bad flavor if the flour is kept too long.

The Hovis Company own a patent for cooking the germ, ordinarily-separated from the white flour, and before the Hovis patent only fed to pigs. When thus cooked it grinds up well with the semolina and makes a bread that has a great deal more nourishment in it for the price than you can buy in the shape of ordinary white bread. The Hovis patent provides for adding extra germ to the flour, and 25 per cent of a Hovis loaf is germ. The Hovis Company buys germ from mills where it is a by-product of white flour, and has created a market for what used to be waste stuff, but is now a most valuable food-element.

These facts were advertised by the Hovis Company; and you can see that they have good selling points in them. Moreover, the Hovis people were able to advertise that from the first—25 years ago—every sack of Hovis flour has been sold with a warranty of freedom from bleached flour.

Turog bread also stood its ground, advertising its own bread as being full standard quality and claiming that it is better than the standard.

An entirely new proprietary bread has also been brought out with the name "D. M. Bread"—carefully explaining that D. M. means "Doctors' Manifesto"—from the fact that the *Daily Mail* published a scientific opinion in favor of Standard bread from a number of physicians. It must have given the D. M. bread people a rude shock when they discovered that D. M. also stands for "Daily Mail." It is just possible that people might think D. M. bread meant Daily Mail bread—and that this was the only bread that all the fuss had been about! You see how careful it is necessary to be in choosing a trademark, don't you?

THOMAS RUSSELL.

AFFILIATION CHOOSES OFFICERS

The new president of the Affiliation of Advertising Clubs of Buffalo, Cleveland, Detroit, and Rochester, chosen at the recent meeting in Cleveland, is Will S. Gilbert, secretary of the Cleveland club. He has succeeded William R. Orr, of Detroit. W. A. Reed was chosen secretary for a second term. The next meeting will be held in Buffalo, the first Saturday in October.

Governor A. O. Eberhart, of Minnesota, in addressing the meeting, expressed a strong belief in advertising and advocated the State's taking part in community advertising. "Minnesota now has an advertising fund of \$30,000," he said. "We believe it should be \$100,000."

Among the other speakers were H. W. Bramley, of Rochester, Frank R. Morison, of Cleveland, Dean Frank Du Moulin, of Trinity Cathedral, and R. B. Lawrence, of the Higbee Company, who spoke on "What the Retailer Expects from the Manufacturer." Charles R. Wiers, of the Larkin Company, Buffalo, advised against the use of form letters in follow-up. "Tune your reply to the inquiry," he said.

Other speakers were Tim B. Thrift, of the American Multigraph Sales Company, and B. E. Elliott, of the Ferro Machine Company. Addresses were also made by Charles H. Blackmore, of Rochester, on "The Economic Factor in Advertising," William S. Power, of the McManus Company, Detroit, on "The Ethics of Advertising," N. S. Olds, of the Stein-Bloch Company, Rochester, on "Trends in Advertising," and Edward C. Hart, of Buffalo, on "Copyright and Trade-Mark Law."

Why Advertisers Should Use the Boston Herald

The Herald is the kind of a paper that people of discernment like and this is demonstrated by its rapidly growing circulation in the best residential sections of Boston.

The leading department stores find that it is a most profitable medium in which to advertise. This high quality of home circulation makes it a most valuable advertising medium for any manufacturer or merchant who desires to cover Greater Boston.

In fact Greater Boston cannot be covered adequately without the Boston Herald. Those who contemplate extending the sale of their goods in New England can learn facts which will be of value to the success of their work by addressing The Publisher

**Boston
Herald
Boston, Mass.**

HOW DEALERS MAY UNITE SO AS TO ADVERTISE STANDARD GOODS

INTERESTING POSSIBILITIES IN PLAN
OUTLINED TO PHILADELPHIA RE-
TAIL GROCERS' ASSOCIATION AT
OWN REQUEST

By Richard A. Foley,
President, The Richard A. Foley Ad-
vertising Agency, Philadelphia.

Nearly every home has its sanitary plumbing, improved method of heating, enameled bathtub, gas range and electric lights.

Nearly every home should have likewise only first-class groceries, teas, coffees, canned goods, green groceries, baking products, etc. That's largely up to you, grocers.

The Grocers' Exchange—this body of progressive merchants—should advertise *themselves*. How can it be done? My suggestion is:

Form a Grocers' Publicity League. Charge twenty-five to fifty cents a week for membership. Issue a large window card containing some phrase indicating that the merchant who displays the card is a believer in quality and therefore a member of the Publicity League.

Utilize this fund to carry on a consistent publicity campaign on behalf of the members of the league. At least one evening and one morning newspaper should be employed.

Now there are 700 members of this organization. Suppose 500 of them contribute from twenty-five to 50 cents a week to this fund. You can accomplish wonders with from \$500 to \$1,000 a month.

Begin with a large advertisement giving a list of specials and a declaration of the principles of the organization. Append the names of all the members of this, divided according to sections. Print in this a facsimile of the Publicity League card.

Follow this with smaller advertisements. In every one show a picture of the card or insignia, which should be a simple, striking design—something easily seen, that will print clearly in newspapers and that the public will readily remember.

In these ads drive home the fact that the members of the league stand for the maintenance of the Pure Food law—that's a mighty important item—that all are pledged to good quality, fair prices, honest values. Tell the housekeepers of Philadelphia they can absolutely rely upon these grocers. Explain that they exert a buying power in unison as great as or greater than any of the cheap chain stores and that they are sticklers for quality and purity.

Let the housewife know the merchant in her neighborhood on whom she can rely for honest goods. Tell her and tell her over again to look for the Quality Sign of the Grocers' Publicity League. Familiarize her with this insignia of progress and reliability so that it will mean *more business* and *better business* for the man who displays it.

On certain days advertise special displays or special drives on well-known lines of goods.

If the members can agree on prices, all the better. Otherwise, omit price in the advertisements and let each man fix his own.

If this project is put into execution there are packers and manufacturers who would later. I feel certain, be glad to contribute at certain times to this advertising fund and to give also special discounts in order to have a special drive on the goods on a certain day. This co-operation between maker, seller and consumer would be a good thing, a profitable thing, all round, and it would be practical.

You know what you can do in the way of co-operation in merchandising. Do you know what you can do in co-operation in *publicity*? You can accomplish wonderful things. It is the modern idea. Each man bears a tiny part of the burden and reaps a big part of the results. Advertising is a wonderful force—it will exert more of its power in the future in just such co-operative business building as I have outlined than in all the business development it has ever accomplished individually in the past!

NOBLE'S ADVERTISER

WILL GIVE YOU UP-TO-DATE INFORMATION
ABOUT THE LARGEST LINE OF

METAL SPECIALTIES



A MONTHLY JOURNAL THAT
SHOULD BE IN THE HANDS OF
EVERY ADVERTISING MANAGER.
YOUR ADDRESS ON A POSTAL
CARD WILL BRING IT TO YOUR
DESK EACH MONTH.

PUBLISHED BY

F. H. NOBLE & COMPANY

59th and Wallace Streets, Chicago

Manufacturers of

METAL ADVERTISING SPECIALTIES

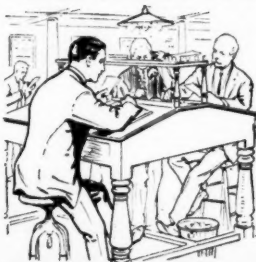


622 BLAISDELL PAPER PENCIL CO. - PAT. - EDITORIAL

A Pencil for Hustlers

Men! You've looked a long time for a *business* pencil that will sharpen without the litter and pother of whittling. That will work as smoothly as a velvet tip. That will make a strong, legible mark, not easily blurred, and that will be tough pointed enough to stand fast usage without breaking. The

Blaisdell Paper Pencil
No. 622 or 624



meets these specifications to a "T."

It sharpens, like other Blaisdell pencils, by "nicking" the paper between perforations and pulling off a strip—you can do this with a pin or a nail if a knife isn't handy—and it has an extra thick lead of fine imported Bavarian graphite which is smooth and strong.

These pencils *save time* to hurried workers. For editorial work, memoranda, checking and similar uses they are *great*. Order them of your stationer; if not with him write us direct

For 10c we will send to any address 3 checking pencils with soft, extra thick black leads.

BLAISDELL PAPER PENCIL CO., 45 13 Wayne Ave., Philadelphia, Pa.

PLANNING THRILLS FOR BOSTON

One of the big thrills of the seventh annual convention of the Associated Advertising Clubs of America is expected to be communicated when the Atlanta Ad Men's Club gets to Boston and marches, 500 strong, into Faneuil Hall, "the cradle of liberty," and the scene of unnumbered anti-slavery meetings, singing "Dixie" to the music of two full military bands, backed up by the Boston Quintette and the Pilgrim Publicity Association Glee Club!

Some other thrills are being planned by other advertising clubs. The Dallas Club plans to hire an entire floor of one of the largest hotels and to make such an exhibition of Texas enterprises and products as will assure Dallas the advertising convention for 1912. The business men of Dallas are raising a fund of \$15,000 for the trip.

Baltimore also has its cap set for the next convention. The advertising men of that city have, as has already been stated in *PRINTERS' INK*, engaged a steamship for the trip. They will not only advertise Baltimore in Boston, but along the route will set afloat hundreds of bottles containing municipal advertising matter.

The Advertising Association of San Francisco has notified Boston that it would send two special cars across the continent.

The advertising men of Lincoln, Neb., have had a three-days' Ad Club Carnival, a minstrel show, an Ad Club ball and several baseball games, and by these means have raised the funds to defray the expense of going to Boston in a special car.

One of the largest representations of any of the cities will be that of St. Louis, which will send a full trainload to reinforce the efforts of the delegates of the Southwest section of the country to elect as next president of the A. A. C. A., I. H. Sawyer, president of the St. Louis club. In all, fifty-eight cities will be represented.

P. S. Florea, secretary of the Associated Advertising Clubs of America, is sending out a circular letter to the club members, asking for support to make the convention number of *The Voice* at least 100 pages. In order to do this each club is asked to sell a page of advertising space.

The letter states that the A. A. C. A. membership has increased from thirty-nine clubs at the time of the Omaha convention to fifty-nine at present, with the probability that five or ten more will join before the Boston convention.

Coincident with the Boston convention will be the meeting of the Federation of Trade Press Associations of the United States, and Henry G. Lord, its president, will act as chairman of the trade press department of the A. A. C. of A.

Why attorneys-at-law and members of other professions do not use the advertising columns of newspapers, as do the department stores, theaters, etc., was explained to the Washington Ad Club by Judge G. B. Gardiner recently.

ONE ON BALMER

THE RONALD PRESS CO.

NEW YORK, June 16, 1911.

Editor of *PRINTERS' INK*:

I have read with much interest in your issue of June 15 Mr. Balmer's account of how he trained his solicitors. One of Mr. Balmer's men called on me the day after he returned to New York from that Chicago meeting. He was as enthusiastic and as full of information about *Woman's World* as Mr. Balmer could care to have him. But, sad to relate, the conversation had hardly opened before he fired at me the same question which I get from at least one-third of all the solicitors: "Well, what is it you are advertising?" And even the briefest glance at some of our copy should have shown him it was a waste of time to solicit it for *Woman's World*.

Mr. Balmer's instruction needs to go a little farther.

JAMES W. YOUNG,
Sales Manager.

REPRESENTATIVES' CLUB OUTING

Everything points to a fine time at the clambake and outing of the Representatives' Club of New York at Travers' Island, on Friday, June 23.

The booklet advertising this affair is enterprising and unique. It was got up by A. C. Barrell, of the Butterick Company, and has the "good time" atmosphere all through it. The entertainment programme looks complete and full of promise—field sports, burlesque canoe races, a boxing "duet," etc. The feature of the potato race will be a recitation by Eugene Kelsey Allen, entitled pathetically: "We feed the baby garlic so as to find him in the dark."

The special train leaves the Grand Central Station 12.45. The officers of the club are David D. Lee, of *Suburban Life*, president; E. G. Pratt, of the Butterick Trio, vice-president; M. G. Simonson, of *Good Housekeeping*, secretary, and D. L. Hedges, of *Suburban Life*.

R. R. BAILEY OPENS A SERVICE

The Bailey Advertising Service has been organized in Chicago by Roy R. Bailey, who has discontinued his work as advertising promotion manager of the Chicago *Tribune*. Roy A. Lunde, who also was with the *Tribune*, is associated with Mr. Bailey. The service offices are located at 1253 Peoples Gas Building.

NEW YORK OFFICE FOR HILL & TRYON

The Pittsburgh agency, Hill & Tryon (late Hill & Stocking), has established a New York office at 234 Fifth avenue.

Mr. George W. Tryon, for over ten years, has been well known in magazine circles.

A new advertising club has been organized in Nevada, Ia., by President Frank Armstrong, of the State Association.

Reach the Show People

Why not go after that business?

Over 100,000 persons engaged in the theatrical or show profession.

They eat, drink and sleep, just the same as other human beings.

All of them don't live in hotels; all of them are not always traveling—thousands own their homes.

Theatrical people as a class are the highest salaried of any. They enjoy the luxuries, and must have the necessities.

Reach the Show People

To reach them properly, advertise in a theatrical trade paper. No other medium is even moderately certain. *Theatrical people read a theatrical paper all through. It is their only magazine.*

Make a try; it's worth while

If doubtful, place a test advertisement in

VARIETY

Publishes weekly (Friday). Circulates all over America and Europe—on the newsstands as well as by mail.

Publication Office, 1536 BROADWAY, NEW YORK CITY

**Largest Advertising Gain
of Any Chicago Morning
Paper**

**During the Month
of May, 1911**

The Chicago Record-Herald

**Gained in Advertising
Over May, 1910**

129 Columns

**This establishes the high-
est record for advertising
during the month of May
in the Chicago Record-
Herald.**

**EASTERN OFFICE:
710 TIMES BUILDING,
NEW YORK**

DIMENSION CIRCULATION

(Trade Mark Applied For)

**The value of circulation
cannot be measured by
one dimension only.**

The World's Work Country Life in America The Garden Magazine

**are "Three Dimension Circula-
tion" magazines. Send for this
three-fold circulation statement. It
is illuminating.**

DOUBLEDAY PAGE & CO.

**GARDEN CITY and NEW YORK
BOSTON CLEVELAND CHICAGO**

NEW ANGLE ON LIFE IN- SURANCE

**HOW A LOUISVILLE COMPANY IS GET-
TING DIRECT RETURNS FROM
NEWSPAPER ADVERTISING—(US-
TOMER GETS SMALL BANK AND
DEPOSITS A FEW CENTS A DAY)**

By G. D. Crain, Jr.

The average life insurance man will tell you that life insurance cannot be profitably advertised for direct results; that about the only good results accruing from publicity in the newspapers and magazines and street cars are general in their nature and do not develop a prospect who can be actually separated from the amount of an annual premium.

Advertising for "business" is therefore not generally practiced by the insurance people; yet it is not beyond belief that a big field is being overlooked here. If it were possible to develop prospects by mail, through advertising, reserving the agents in the office for the work of closing them after they had been brought to light, the cost of writing business would undoubtedly be much less than under present methods.

The successful experiment of the Inter-Southern Life Insurance Company, of Louisville, which has been seeking to develop life prospects through the use of advertising, indicates that the underwriters have found a way of getting actual results from their advertising, in addition to general publicity. Their campaign, which thus far has been a local one, has attracted much attention and has some features of broader interest.

While the company is operated on the legal reserve plan and is labeled "old-line," it has developed a plan of competing for business with the industrial companies without breaking away from traditions. It has proposed selling insurance on a basis of monthly payments, which are to be made by daily deposits in a bank to be furnished to the policyholder by the company. For two cents a day the man of average age can get a \$500 life policy, the agent of the company opening the

bank and withdrawing sixty cents at the end of every month. Four cents a day pays for \$1,000 of insurance, and so on.

The adaptation of the Oliver seventeen-cents-a-day idea to life insurance has been effective. First, because the cost of the insurance was minimized and, second, because the policy-holder was not made to feel that he was to be visited by a "collector." This objectionable feature of the industrial plan being eliminated, the company has been able to get responses from a class of people who are usually barren material for the companies who sell industrial insurance through the usual system of weekly collections.

The desirability of getting something for nothing has also

Pay Your Life Insurance This Way

And avoid the inconvenience of paying a whole year in advance, or to a collector once every week or month.

It's So Easy

It's the Inter-Southern's Own Exclusive Easy-Pay Way

You Get Bank and Policy Delivered Free

\$1,000 Insurance for the Cost of a Postage Stamp
\$1,000 Insurance for the Price of a Coca-Cola

Inter-Southern Life Insurance Company

JAMES H. DUFFIN, President

Liberty Savings Bank Building Louisville, Ky.

Take This Out NOW

Send Your Name and Address Here to:

Name _____

Address _____

City _____

A NEW IDEA IN LIFE INSURANCE ADVERTISING

been a considerable factor in the Inter-Southern plan. The fact that the bank through which the payments are made was to be given to the policy-holder free was emphasized, and while this offer is a familiar one in connection with savings banks, it struck a new note when applied to the life insurance proposition and therefore met with an instant response.

The officers of the company are enthusiastic over the results secured thus far and plan to carry the publicity forward continuously.

Copy for the advertisements has been written by Thomas E. Bas-ham, advertising counselor, of Louisville.

You can learn a good deal about cover papers by getting samples of all the leading brands and comparing them carefully. But you can learn a great deal more in a great deal less time by sending for our new box of "Buckeye Proofs."

Buckeye Covers

We send the "Buckeye Proofs" which are reproductions of actual booklet and catalogue covers used by prominent advertisers--free by express if requested on your business letterhead.

Send for the box today--before you place any more printing orders--and see for yourself just what the profit possibilities are in the "economical effectiveness" of "Buckeye Covers."

Made in sixteen colors, four finishes and four weights. Stocked by representative jobbers in all principal cities.



The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, June 22, 1911.

The Power of Simple English

An advertising agent in Boston, A. W. Ellis, sends us a clipping of an advertisement written by a boy of twelve entirely on his own initiative and without assistance. That it brought quick results is not to be wondered at, for it goes right to the spot. It was printed in the *Ennis Daily News* and reads as follows:

School is out Friday, and I don't want to be piddling around all summer. I want a job. If you want a good, hard-working boy, try me. Answer quick. BOBBIE HUMES, Old 'phone No. 9. Cor. Brown and Sherman.

The letter that came with this says: "I believe if the efforts of copy writers were as frank, as direct and as simple as this advertisement that the returns from advertising would be many times greater than they are. The writer further suggested that PRINTERS' INK might find this a suitable

text for an "advertising sermon." There was at first a temptation to take his hint and moralize about it a bit, but the example the lad sets of stating the plain facts and how he felt about them sort of makes you feel that's the best way to convey the idea there is in it.

The secret of this plain-fact kind of writing, which (with a slight dash of conscious art) really makes the most forceful advertising, is that it conveys actual thought the way it is actually thought, and not assumed thought.

When Elbert Hubbard writes an ad and works in a reference to the fact that the ad is being written on the train between Buffalo and Syracuse with a stub pencil on a pocket-size memorandum pad that little fact somehow interests you and makes you read that ad clear through and then stop and wonder how he "gets away with it."

What takes the ring of sincerity out of an ad is the pretense. It looks as if writers were afraid some one would actually know what was in their minds. No one would think of talking to another in the formal language of many advertisements—unless in mock elegance. You simply couldn't make yourself do it—you'd feel foolish.

Most of the people who read ads are just common folks such as you meet around you every day. They get most of their impressions just talking to people in a commonplace sort of way—offhand remarks, you know.

The mind is so constituted that it takes in ideas quicker from conversation than any other way. So the nearer writing can come to just plain conversation (with that little dash of conscious art which a tactful person would inject into casual conversation) the nearer it will get to the mind of the reader.

This editorial could have been boiled down to half this space by confining the thought to a lot of dictionary words, but maybe you wouldn't have read it. So there you are.

Uncle Sam's Verdict

In view of the interest aroused a few weeks ago as to the identity of the mysterious and unknown "Advertisers' Protective Association," rather than for the sake of any importance the so-called "association" might have of itself, it is just as well to chronicle here the verdict of Uncle Sam.

A letter from PRINTERS' INK was addressed on May 25 as follows:

MR. FRED W. HOOPER, Secretary,
Advertisers' Protective Association,
Lock Box 2124,
New York City.

On June 14 the letter was returned from the Post-office stamped:

FICTITIOUS
RETURNED TO WRITER
NEW YORK, N. Y.

Publishers of great metropolitan dailies can now sleep soundly o' nights without the haunting fear of an exodus of advertisers because said dailies deigned to print the official reports of Dr. Harvey W. Wiley, warning people against adulterated foods and drugs.

If it was at first thought that the "association" had enough reality back of it to have its headquarters even in a rented post-office box, even that is now shown to be unnecessarily giving them the benefit of the doubt.

Nevertheless it *would* be kind of interesting to know who paid for the printing of the circulars and the postage.

PRINTERS' INK says:

It's rather expensive to buy a whole hog when all you want is the squeal.

Trade-mark Value of Names

The writer of this editorial wrote another editorial the other day in which appeared the name of Governor Wilson, of New Jersey. The editor was looking over the typewritten manuscript and took out his fountain pen and inserted the word "Woodrow" with the comment, "That's his trade-mark. People

might not know just who you mean without it."

This raises the point of the "trade-mark value" of the names of individuals. A certain trademark specialist, who, by the way, has a name with unusual trademark value (see if that fact doesn't make it easy for you to recall it without mention), recently called attention to the fact that nearly all of the men who got to be President have had names with high trademark value and that most of them had but one given name.

Authors furnish the most conspicuous examples of the trademark value of a name, because their name and the "quality of the product" constitute almost their sole claim to fame—except, of course, when the press agent comes to their aid. Examples are so numerous that it is hard to choose the typical. But consider what might have been the fame of these gentlemen if they had written their names thus: J. W. Riley, E. S. Thompson, F. H. Smith, Wm. C. Bryant, L. Abbott, R. H. Davis.

Question: Is a name with trademark value a mere chance combination of words or can it be reduced to a definition such as would be an infallible guide to infants in selecting the names they are to carry through life?

PRINTERS' INK says:

Don't spend ten minutes deciding on a plan and ten years working it out.

Advertising Advice in 1851

Mr. James S. Judd, of *Good Housekeeping Magazine*, has recently found among his papers a letter written sixty years ago by his distinguished father, Orange Judd, afterwards founder of the *American Agriculturist*, and one of the largest advertisers of the period. The letter is thought to refer to Judd's Liquid Cuticle, and is addressed to Penfield & Camp, evidently general sales agents for the article of which Mr. Judd was the manufacturer. A portion of the letter will

be of particular interest to the readers of PRINTERS' INK because of the views on advertising expressed at that time. The letter is dated at New Haven, May 10, 1851, and is in part as follows:

It seems to me that a good-looking, well and plain printed handbill or circular like those you are sending out will be quite as apt to be read as a pamphlet, and the same money will distribute more. I should want nothing larger to retail with. Those you have sent out, beginning "Look at this" are much better printed than the larger class of such things, and I hardly ever found a gentleman who would not peruse as well printed a paper as those. However, it may be well to help its character by a pamphlet. This business is out of my attention just now-a-days, and I am not prepared to judge correctly.

Had I the business I should without fail advertise in the following weekly papers to the amount of about \$2.00 or more each for one month. Those papers have a circulation of from 40,000 to 12,000 each. They have but few advertisements, and these are mostly read, and one or other of these papers go into nearly every Christian family in the country. I name them in the order of the amount of circulation as nearly as I know: *Christian Advocate and Journal*, New York, 40,000 circulation. *National Era*, Washington City. *The Independent*, New York. *The New York Evangelist*. *The New York Observer*. *The Watchman and Reflector*, Boston.

These papers circulate all over the country (little in cities); they receive but few advertisements, which, I repeat, are generally read. A few insertions would be sufficient in each, and the terms are not high. Some of them charge 75 cents and some \$1.00 for 16 lines or a square for the first insertion, and from 25 to 50 cents for subsequent insertions. Advertisements in such papers as these receive a character from the papers themselves. I am not certain that all of them would receive the advertisement at first. The last paper mentioned has a wide circulation among the Baptists throughout the United States, and I am not certain that they now advertise. A cousin of mine publishes it. The first circulates among Methodists generally. The second circulates everywhere (20,000 a week) and the other three circulate among Presbyterians and Congregationalists generally. A single insertion in these six papers at an expense of, say, \$5.00, would be read by 15 times more persons than \$100 worth of *Tribune* and *Herald* advertisements. I should think three or more insertions profitable, as after the first insertion the expense is much less. If I had a new toothpick only to sell I should advertise in these papers a month or so at least, and send each of the editors a sample.

Yours half asleep,

11½ p.m.

ORANGE JUDD.

There are so many interesting reflections to be drawn from this letter, in contrast with present-day advertising, that it would be difficult to point them out without skipping some of the best ones, so the task is left to the view-point of the individual reader.

PRINTERS' INK says:

The gap between circulation and pulling-power of a few mediums often swallows up the profit of a whole campaign.

Was He Right or Wrong?

A "prominent advertising man"—one of the kind that owns a Peerless, rides on the 20th Century Limited, and occasionally takes passage on the *Lusitania*—was recently invited by another advertising man to invest a little of his surplus cash in a new enterprise. To which proposition he paused and asked:

"How many advertising men are there in it?"

("Ah," thinks the other, "what an opening!")

"There are seven advertising men back of this proposition—it certainly ought to be a winner."

"Not for mine," replied the P. A. M.

"Why so?" the other asked anxiously.

"Just six too many advertising men in it to suit me. One good big brainy advertising man, full of ideas and enthusiasm, can hook up with a Board of Directors made up of conservatives, pessimists, and show-me men, and can do wonders for a business. But a Board of Directors made up of advertising men without any pessimists for ballast! They may make a go of it, but not with my money."

Now the question is: Was the P. A. M. justified in making this sweeping verdict?

If not, then his opinion deserves refutation—the kind that is backed up with securities.

But if so, then let advertising men stroke their chins over it and put on a little ballast of their own

CHALLENGING THE ORIGIN OF CIRCULATION

SHREWD ADVERTISER NOW ASKS NOT
"HOW MUCH CIRCULATION?"
BUT, "GENTLEMEN, WHERE DID
YOU GET IT?"—FORCED CIRCULA-
TION LOOKS BIG BUT DOESN'T
PULL—WHEN ADS ARE KEYED
THE DIFFERENCE SHOWS UP CON-
SPICUOUSLY

By G. B. Sharpe,

Manager Publicity Department, DeLaval
Separator Company.

If an advertiser is going to intelligently distribute his appropriation, it would seem to be most essential that he familiarize himself with the methods adopted by various publishers seeking a place on his list in their efforts to build up their circulation.

In the first place, I believe that almost every advertiser will admit that circulation which is forced, in other words, which is secured through premiums and other methods that make the subscription to the publication itself practically a secondary consideration, is not as valuable as circulation secured solely on the merits of the publication itself.

I believe this is particularly true of the mediums in which we are most interested, namely, farm papers. Any old farm paper advertiser can run over in his mind a list of fifteen to twenty farm papers which have become powerful in their field and built up a strong following from the editorial end of the paper.

These papers hold their subscribers year after year, and while, as a rule, they do not build up such a tremendous circulation as some of the premium-giving, twenty-five-cents-a-year publications, any advertiser who keys his copy and is able to keep track of sales made through advertising, will invariably find these publications at the top of the list.

With regard to our own proposition, I would say that the first thing I want to know about a farm paper is whether it is run from the business office or the editorial office.

There are many publications in the farm paper field that are extremely weak editorially, and whose publishers know about as much about farming as a brick-layer knows about aviation. Their editorial matter is mostly "scissored" from the old-established papers, and by premium-giving and other methods they manage to keep up a fairly respectable circulation, and secure their revenue largely from general publicity advertisers and others who have no means of keying results.

I believe that the closer an advertiser is able to analyze the quality and characteristics of circulation, the more apt he will be to secure adequate returns from his advertising investments; and that one subscriber who takes a paper and pays for it because he wants it, and who reasonably expects to read it closely and regularly, is worth five subscribers who have little interest and less faith in the publication which they may have been induced to subscribe for through the offering of a premium claimed to be worth the price of subscription.

While I believe the above holds true in general in the farm paper field, there are several notable exceptions: publishers who use premiums to secure subscribers, and at the same time make their publications so interesting from an editorial standpoint that they are able to show good results to their advertisers. This, however, should not deter the advertiser from investigating the methods of circulation building of the papers on his list very closely.

TOO MANY CRY "WOLF"

If no advertiser at any time had ever deceived any reader no daily newspaper published to-day would be able to accommodate half the advertising that would be offered to it at present-day rates, or else present-day rates would be increased many fold and the advertiser still make money.

Advertising in that event would be the surest, quickest, and easiest way in the world for making money. It is because so many people do not believe what they read in advertisements, because they have been deceived so often that advertising sometimes produces poor results.—*Louis Wiley, business manager, New York "Times."*

DIMENSION CIRCULATION

(Trade Mark Applied For)

The World's Work

circulation has length, breadth and thickness. Each dimension is of tremendous importance to the advertiser. Send for "*Three Dimension Circulation*" statement. It will open your eyes. It gives information that you usually find hard to get.

DOUBLEDAY PAGE & CO.

GARDEN CITY and NEW YORK
CHICAGO CLEVELAND BOSTON

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

**Almanacs
Booklets
Catalogs
Circulars**

IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

**Inquire about our Distribution
and Sampling Service**

THE ART OF GETTING NEXT

INTEREST YOUR MAN IN HIS PROPOSITION INSTEAD OF YOUR OWN, AND THEN CONNECT UP—HOW A LITTLE INTENSIVE THINKING AT THE RIGHT MOMENT LANDED AN "IMPOSSIBLE" ORDER

By William Hamby.

A young man named Hawley went from a country town to St. Louis to hunt for an opening.

With a good deal of perseverance he secured a temporary job with a lumber journal as advertising solicitor.

He was very anxious to make good and left no plum tree unshaken in his efforts to gather new business for his employer.

He called one day at the largest hardware store in the West—one of the largest in the world—which certainly seemed the most unlikely place imaginable to get advertising for a lumber journal.

Nevertheless, the young solicitor sent his card to the advertising manager and it came back very promptly,—nothing doing.

Two or three days later he called again. Again his card came back—advertising manager would not see him.

He kept this up for a month, but one day when his card came back an idea came to him at the same time. He turned over his card and penciled on the back, "Do you know how much crayon the Southern lumber mills use every month to mark lumber?"

He sent that back to the advertising manager. Word came at once, "I will see you to-morrow at 2 o'clock."

When the young man had written the question on the card, he had no more idea how much crayon the Southern lumber mills used than he did how much green cheese there is in the moon. But you can guess that by 2 o'clock the next day he did, and when he called on the advertising manager he was soon able to convince him that the sale of chalk to lumber dealers was large enough to warrant the great hardware com-

pany advertising it in a lumber journal.

He got a good ad for his paper. The ad proved very profitable to the hardware company. His employer gave him a permanent position; and he is now secretary of the company.

A CLEVER SELLING TALK

A young man walked into the office of W. H. Adkins, of the Southern Bell Company, Atlanta, and asked for a job as a contract agent. Mr. Adkins handed him a pencil, and said: "Write down your idea of what a telephone man ought to be." The young man took the pencil and wrote as follows:

"The universe is composed of atoms. If there were no atoms there could be no universe; therefore, the atom, because of its insignificance, should not be despised.

"The telephone service is made up of infinite details, without which there could be no telephone business; and no detail, be it ever so insignificant, is useless; therefore, the little details of the service should not be despised.

"They are as necessary to the telephone service as the atom is to the universe; therefore, it is essential that each and every employee of the service should have an intimate knowledge of the value of each and every detail, for upon this knowledge depends the efficiency of the service, which is the foundation of its success."

It is needless to say that this young man got the job.—*The Telephone Review*, New York Telephone Company.

PIANO DEALERS DECRY MIS-LEADING ADVERTISING

The National Association of Piano Merchants of America, at its recent convention in Chicago, adopted resolutions condemning "any and all forms of advertising which savor of deception or calculate to mislead," and decrying the use of "certificates, coupons, guessing prize awards and similar forms of publicity in conducting so-called special sales or special inducements, whether in the public prints or by letter or circular or other forms," requesting every "piano merchant in this country to aid in eliminating all such methods," recommending to the members that they "refrain from advertising long-time payments," the terms of payment being better determined when the proprietor or his salesman is talking with the customer.

"CERTAINTYVILLE" ADS PULLING

The "Certaintyville" advertisements of the Greater Des Moines committee are reaping a great harvest this year. Inquiries thus far this year total 3,509. The total for all of last year was only 3,143. All of these ads are calling young men to the "City of Certainties."

Keep Down Auto Upkeep

Never use cylinder (mineral) oil on your automobile magneto. Always use 3-in-One, the clear, pure oil that can't gum or clog—or heat up at 70 miles an hour.

A few drops of 3-in-One on wet, clean waste keeps entire body, after washing, bright and shiny. Prevents rust and keeps bright all metal parts.

Buy 50c size (half pint)—all stores.

Generous free sample and 3-in-One Dictionary awaits your request.

3-IN-ONE OIL CO.
12 BROADWAY, NEW YORK



I Want to Grow

Alert, ambitious Scotch-Irishman, college graduate, (Princeton), married, age 27, seeks a broader field. For past 2 years advertising manager of large concern. Desires connection with department store, agency or assistant to manufacturer. Doesn't know it all but wants to grow. Has written strong, result-producing copy, catalogs, booklets and sales letters. Resourceful, loyal, everlastingly on the job in the interests of employer. Excellent references. Modest salary. Will you take a chance? Address,

"ALERT," care PRINTERS' INK

A GAIN OF
44,953
 IN MAY, 1911

THE TRAVELER'S gain in advertising over the month of May, 1910, was 44,953 agate lines, an increase of 26%, obtained almost entirely from

Local Advertisers

This remarkable increase is unmistakable evidence of the selling power of the Traveler's advertising columns and the strength of its circulation in the Metropolitan district—the back-bone of Boston's retail trade.

At the price, The Boston Traveler is conceded to be an exceptional value by consistent advertisers.

The Boston Traveler

REPRESENTATIVES

J. C. Wilberding

Room, 805 Brunswick Bldg.,
 225 Fifth Ave.,
 New York.

John Glass,

1156-1164 People's Gas Bldg.,
 Chicago.

PUTTING IT UP TO THE DEALER

HE REFUSES TO SWALLOW PROPOSITIONS WHOLE, AND IT TAKES SOME INGENUITY TO WIN HIM—MANY ARGUMENTS ARE BEWHISKERED CHESTNUTS TO HIM—STUD-HORSE FOLDERS HAVE HAD THEIR DAY

By Hugh M. Smith.

Probably no other one branch of advertising comes in for such wide variation of opinion as the proper manner to enlist the dealer's support. In my personal experiences it has been of absorbing interest to me to gather the different view-points upon this subject and in each instance the stout manner in which their champions defended them—suffering no contradiction in any respect and not the least compromise with the equally radical beliefs of others, at once amused me and convinced me that somewhere something was wrong.

This conviction has been strengthened by reports which have wandered to my ear from several authoritative sources that certain manufacturers of heavily advertised articles had been registering "kicks" upon their dealers' advertising. Thousands of folders, letters, etc., had been sent out—but as for results, they were like the boys whom the country parson preached about, who left home to visit the gay metropolis, whence few came back.

Let us consider some of these incomparable arguments which the dealer is supposed to swallow whole and then hurry back his first order by return mail, the same day. One explains in detail to the dealer how he can do this, that and the other thing if he will stock up with So-and-So's goods and push them. As the dealer has been in business some time, he feels that he needs little of this condescending counsel. Another talks exclusively on "profits" and "ringing cash registers," etc. Says the dealer—"bunk." Another begins "the value of pineapple juice." Would a salesman expect to get in a

dealer's door with such an argument on his lips? Still another plays the old tune "the advertising we will do"—which the dealer has discovered in many cases is a mere subterfuge to get him to stock goods, after which none of the advertising, or very little of it, is done.

In endeavoring to win over the dealer the fact should never be lost sight of that he is in most cases antagonistic to advertised goods. He often has articles of his own make to sell or is pushing unadvertised goods which carry greater profits. And before he puts up his good money to stock a new article to which he is more or less opposed—he wants more than the mere cry, "You can make big profits by pushing these goods," or more than the mere assurance of advertising which is to be done.

The dealer is a hard-headed business man who is not easily bluffed or cajoled into believing high-sounding arguments that have been chiefly abstracted from the air. He wants tangible facts

based upon a sound and promising selling plan which is already being carried out or is certain to be carried out, and which will sell the goods through his store to the consumer. If you can show the dealer such a plan as this, and show it to him in a plain, businesslike way, you will not only gain the dealer's audience but will be sure of his support as well.

Huge folders, with impossible illustrations on the outside, showing how the dealer can abstract bags of money from the advertised article with a wand or through some other such subtle means have long since been dropped by the best agencies as being ineffective and impracticable. You can readily imagine how such pieces go slanting across the room to the junk-box when the busy dealer happens to find them in his mail.

What the dealer wants to know at once is where he gets off on your proposition and then, in addition, just enough about your goods to be able to judge them.

Another instance which seems

WANTED

Advertising Sales Manager

To Buy Interest in Established Trade Paper

An established New York trade paper making good profits and showing good healthy growth requires the services of an energetic, forceful sales manager, capable of taking entire charge of an organized force of 10 salesmen. Man must be resourceful and tactful and able to go out and show the sales force how to get business. The man we want must be capable of earning at least \$5000 a year and we will allow that salary to the right man. Give full particulars in confidence, stating age, past and present employment and experience in handling sales force, as no other will be answered. This is a big job requiring a big broad gauged man of wide experience. A good man can make this position earn him \$10,000 to \$12,000. He must be able to invest at least \$5000 as a guarantee of good faith and ability. Address Box 464, care Printers' Ink.

FOLDING PAPER CAP



A new, attractive adv. at a low cost. Colors—Red, White and Blue—large Peak. Fit any head. Now is the time to use them—Summer Fairs, Conventions, Picnics, etc. With adv. printed, 1¼c each in quantities.

ADVERTISING NOVELTY CO.
416 South Winchester Ave., Chicago.

Samples and valuable suggestions to advertisers (only) without obligation.

We make over 100 advertising novelties. Wood Fife ½c each, ask for sample.

Third Thanksgiving Issue

(Nov. 29, 1911)

Agencies making up lists for National accounts for fall campaigns should certainly specify good space for this very popular issue. Not a special edition, but our regular daily enlarged and very widely circulated to buyers of class and financial ability. The rate is 25 cents per agate line. The best newspaper buy of the year. Page spaces have already been reserved by last year's advertisers. Reservations may be made now.

THE CHRISTIAN SCIENCE MONITOR

BOSTON, MASS.

A daily newspaper for the homes of the English-speaking world. Four Editions.

DIMENSION CIRCULATION

(Trade Mark Applied For)

Would you buy a piece of timber without considering its breadth and thickness, as well as its length?

COUNTRY LIFE IN AMERICA

is a "Three Dimension Circulation" magazine. We would like to send you the measurements. Send for statement.

DOUBLEDAY PAGE & CO.

GARDEN CITY and NEW YORK
BOSTON CLEVELAND CHICAGO

peculiar, but nevertheless true, is that as high as forty per cent and fifty per cent returns have been repeatedly received by one agency on the most unpretentious mailing pieces, enclosed in envelopes, while practically the same message conveyed through large, splashy, uninclosed folders have barely brought any replies.

GROWING TOWARD PUBLICITY

A Boston broker, asked the other day what he fancied in the market, surprised a New York friend by quickly replying:

"I'm bullish on May Department Stores, Studebaker and Underwood Typewriter."

A few years ago this same Boston broker would have considered it beneath his dignity to discuss anything in investments outside the standard rails and coppers. But times are changing. Many men in Wall Street believe that the great speculation in rails has seen its day and that the speculative favorites of the future are going to be industrials, especially the securities of mercantile and manufacturing companies. New industrials are constantly coming on the market.

Staid old banking houses are interesting themselves in all sorts of exploitations, and signs are not wanting that we are entering upon an era of the public flotation of a mass of mercantile companies like those to be seen in such great variety on the London Stock Exchange.

Banking houses brought up on railroads are now looking into ladies' gloves, typewriters, men's clothing, the mail-order business, gum, cigars, automobiles, pianos, safety razors, etc., etc.

Surely there is no reason why in the course of a short time the ticker tape will not be quoting shoes, corsets, underwear, pickles, confectionery, refrigerators, breweries, fire-arms, cocoa, hotels, restaurants, drug stores, theatres, hosiery, carpets, print-shops, newspapers, bake-shops, and a myriad of other capitalized businesses. Although we have in this country more than a quarter of a million corporations very few of them have come to Wall Street.—*Boston News Bureau.*

BUYS WISCONSIN PAPER

G. G. Goslin has acquired a half interest in the Janesville, Wis., *Recorder*, and assumed the management of it. Mr. Goslin has been for the past three years advertising manager of the Janesville *Gazette*. With him is associated Benjamin Fuelleman, formerly of the Milwaukee *Journal*.

EASTERN MANAGER OF "ICE"

H. R. Anness, a well-known trade paper man, has been appointed Eastern manager of *Ice*, Atlanta, Ga., with headquarters on the Machinery Floor, The Bourse, Philadelphia.

In Next Issue

At a salesmen's dinner given by a large corporation, one of the men told of an important compliment which had been paid the company. A customer had said he considered that in its selling organization, this company ranked *second only to the National Cash Register Company*. The remark was enthusiastically applauded.

The selling efficiency of the National Cash Register Company has been the admiration and despair of sales managers generally. Yet it was not always thus.

Beginning with the next issue of *PRINTERS' INK*, will appear a series of remarkable articles by E. D. Gibbs, for ten years director of advertising and trainer of salesmen for the National Cash Register Company. He will tell the inside facts, step by step, showing how President John H. Patterson, in an effort to prepare for an expected business panic, discovered the weak points in his selling organization and how he remedied the trouble.

There is a great lesson here for every business man. Hardly any concern is 100 per cent efficient. If it is only sixty, fifty or forty per cent efficient, then there is a tremendous waste and the advertising man is working against overwhelming odds. The man who can uncover the fatal defects in a company's organization and find a remedy, is The Big Man of the concern no matter whether his title is president, sales manager or advertising manager.

WESTINGHOUSE ADVERTISING HELPED

More generous outlay for advertising and selling plans during the past fiscal year account in part for the increased earnings, manufacturing profit and surplus of the Westinghouse Electric and Manufacturing Company. The gross earnings were more than \$38,000,000, a gain of nearly \$9,000,000 over the previous year and \$5,000,000 over 1907, the best previous year. The manufacturing profit showed a gain of \$2,000,000 and the surplus nearly the same.



Service
Saves you
25% to 75%

on Stereos, Electros,
Nickel Plates and Mats.
Gives efficiency, quality
and attention.

We can show you how

Completely equipped
Linotype Department

U. S. Electro. & Stereo. Co.

General Offices: World Bldg., New York

Telephone, 3146 Beekman

Branches in every important center

DIMENSION CIRCULATION

(Trade Mark Applied For)

THE GARDEN MAGAZINE

"Three Dimension Circulation" statement will surprise you; its quantity, quality and grip or influence on the reader is clearly shown. We would like to have you send for and compare this statement with that of any other class publication.

DOUBLEDAY PAGE & CO.

GARDEN CITY and NEW YORK
BOSTON CLEVELAND CHICAGO

Advertising Novelties and Specialties

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to **PRINTERS' INK** readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

Advertising twine or tape has for some time been quite common among firms abroad, notably England, France and Germany. The greater quantity is made of cotton fiber, and owing to the high prices caused by importation of the finished product from Europe, but little has been seen in this country. It is now being manufactured here, however, and several large advertisers are distributing it. The Chattanooga Knitting Mills (Wunderhose) are reported to be using approximately one million yards a month.

The tape is about one-eighth of an inch in width and comes in single colors or in any of several combinations. It has been the usual plan to print the advertisement of the manufacturer, and, if desired, follow it with a word or two about the particular dealer by whom the tape is to be used. In this way it serves a double purpose, giving publicity to both manufacturer and retailer. Stationary spools and cutters are also supplied with each roll of 1,000 yards ordered. The price runs from eleven to seventeen cents per hundred yards.

Sargent & Co. are placing with dealers an original window-display card, calling attention to their locks and keys. The card is about 12 by 15 inches, and is in three colors—gold, silver and brown. The latter color serves as a background in imitation of oak. The lock in the center and the two keys on either side are embossed. The effect is striking and only a close inspection reveals the fact that the sign is not of wood with embedded lock and keys of metal.

A novel device for type measurement has been issued by the William A. Stiles Advertising Agency, Chicago. It is made entirely of celluloid. A revolving wheel has the agate measurement on one side and inches on the other. The device is the invention of John L. Strow, of the Stiles Company, and patent has been applied for.

"Mutt" and "Jeff," the two characters in "Bud" Fisher's series of cartoons in the Hearst papers have been reproduced in statuettes. Both figures come in two sizes: "Mutt" in 36 and 18 inches, and "Jeff" in 16 and 4 inches. The Syndicate papers are using them for premium purposes.

LINKING UP RAILROAD AND COMMUNITY AD- VERTISING

GENERAL PUBLICITY GIVEN A SECTION SHOULD BE SUPPLEMENTED BY DETAILED LOCAL INFORMATION—EXTRACT FROM SPEECH BEFORE KANSAS CITY ADVERTISING MEN'S CLUB

By J. W. Booth,

Advertising Agent of the Missouri Pacific-Iron Mountain Railroads.

One of the most important features in the advertising of the railroads of the West and Southwest is in connection with our immigration department. Many thousands of dollars are spent in advertising the Southwest in daily and farm papers in the great section to the north and east of St. Louis.

A great many booklets describing the resources of the various states and adaptability of the soil for certain crops are issued with which to follow-up this advertising.

This is a large and important work and nothing less than a large corporation like a railroad can undertake works of such magnitude.

In addition to the expense of the advertising, the large quantities of literature, the expense of a large and well-organized advertising department, there is also maintained an immigration department and an industrial department.

Most of the railroads now employ an agricultural expert to show both new and old settlers how to raise more and better crops.

The Missouri Pacific-Iron Mountain issues no less than forty different kinds of booklets in large quantities every year. It is obvious, however, that we cannot urge the advantages of one community of the Southwest over another; and it has often occurred to me that one of the best things each city or community could do would be to issue a reliable book of information on the advantages it has to offer and take advantage

of the great distributing machinery of the railroads to send these broadcast over the land.

If the railroad spends the money for space in publications and gets out a general publication on each state, this should be supplemented by detailed information on each community prepared by the communities themselves.

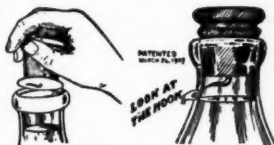
LORD & THOMAS' NEW QUARTERS

Lord & Thomas have leased the nineteenth and part of the eighteenth floor in the new Mallers building now being erected at the southeast corner of Wabash avenue and Madison street, Chicago, for a term of ten years, at an aggregate rental of \$200,000. Lord & Thomas have been located for many years in the Trude building, at Wabash avenue and Randolph street.

TO TURN FOURTH INTO AD-FEST

South Carolina will shoot off postal cards on July 4 instead of pistols and crackers. The cards will advertise the advantages of the state, and everybody is expected to use them. Small prizes are being offered for ideas and designs.

This Milk Bottle Opener and Stopper Keeps the Milk Clean and Pure



In use as Opener In use as stopper

Advertisements embossed on opener and each one packed in a neat carton \$20 per 1,000. Larger quantities, smaller prices.

Send for Sample

A. W. Stephens Mfg. Co.

Waltham, Mass.

New York Addressing and Mailing Dispatch

FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N. Y.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark "1847 ROGERS BROS." guarantees the *heaviest* triple plate.

Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



The Little Schoolmaster's Classroom

Here are two coffee advertisements. One was prepared by a professional copy writer who is a firm believer in the technique that some affect to despise. The other was prepared without regard for technique and the Schoolmaster feels pretty certain was not put out by an agency or by any one who claims to be an "expert"; it has all the earmarks of being home made. Is there much doubt as to which is the better?

* * *

The Schoolmaster does not think it is necessary that every man taking part in advertising campaigns should drop his work and go out for several years' experience in face-to-face selling, but he does think that it is a mighty important thing for advertising men to *observe* selling methods closely.

Paradoxical as it may seem, people are much alike and yet vastly different. Study of oneself yields a great deal of information about human nature, but if we are not careful we are likely to imagine that everybody else thinks and acts as we do.

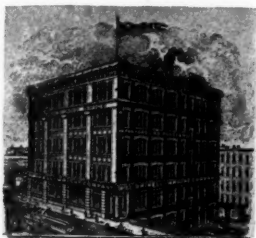
Go into a big clothing store Saturday afternoon and see a certain type of consumer out with his wife, haggling over the matter of a dollar or two in the price of a suit of clothes and Mr. Advertising Man will quickly see that not all men buy clothes the way he does—that advertising gets back every time to a close study of the particular class that you are trying to sell to.

* * *

Here are a couple of H. J. Heinz sales stories that delighted the Schoolmaster's heart:

A new salesman wrote in to his sales manager from a small town in New York telling the manager that a certain grocer refused to buy vinegar at the advance in price. The grocer was honest in

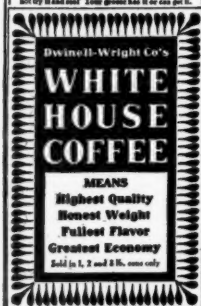
his conviction that his customers would not pay forty cents, or whatever the new price was, for the vinegar. "You people handle nice goods, and I like them, but my trade won't pay that price," was his argument. "What must



PREPARED for market in the cleanest, best lighted, best ventilated coffee establishment in the world, where **AUTOMATIC MACHINERY** working in **PURE AIR** and **SUN LIGHT** handles it, **WITHOUT THE TOUCH OF A HAND**, from the bag of import to the sealed can in which it reaches you.

"WHITE HOUSE"

IS THE FINEST COFFEE IN THE WORLD. It suits where other coffees disappoint. It has been compared again and again—always in its favoring quality, always shown in **PREFERENCE**. It's just **THE** coffee to **SUIT YOU**. Why not try it and see? Your grocer has it or we can get it.



Dwinell-Wright Co

Principal Coffee Roasters
BOSTON CHICAGO

I do?" asked the new salesman, "I wish you would write Mr. Blank a letter and set him right." "You know what to do, don't you?" replied the sales manager.

The salesman said he didn't, and out went the manager for a call on the grocer along with the new salesman.

Mr. Grocer handed out the same talk to the two men. People elsewhere might pay the price, but he knew his trade, his trade was different, and so on.

"We'll see," said the sales manager. "Can you let your son go out with us this morning?" The grocer could, and the trio started out.

They called on forty-two housekeepers, had them look at and sample the vinegar, and came back



Coffee
Fit for
a King

The best coffee grows on the plateaus of the coffee lands.

Most coffees are from low-land trees and are of only medium grade. Hitherto, the high-land coffees have been held for special trade. The maturing of our extensive mountain crops enables us to offer Imperial Coffee, a high-grade, high-land coffee, at a price just a little higher than that of ordinary coffee.

IMPERIAL

"Costs a Little More
But It's Better"

Makes rich, brown, fragrant coffee lacking in bitterness and has a delicate flavor all its own. Goes farther than ordinary coffees. Economical in the end. Shipped from the plantations in the hull, so that no odors may be absorbed. Roasted in our own roasting plant, under expert supervision and by a process that keeps the aroma in the berry. Packed only in 1-pound, air-tight, square, screw-top, tin cans. Price, 45 cents. Accept no substitute.

Sample Can Free

We want you to try Imperial Coffee. Send us your name, address, and the name and address of your grocer, and receive free sample can, interesting coffee booklet, and specimen bean in original hull.

Mexican-American Coffee Co.

2018 Third Avenue, New York, N. Y.

and turned in forty-one one-gallon orders to Mr. Grocer.

The grocer was a good sport. "You win," he said, "I remove my

Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



Edw-Edz

Celluloid

Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO.

701 to 709 Arch Street, Philadelphia

Lincoln Freie Presse

German Weekly LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 141,048
RATE 35 CENTS

Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink

hat to such salesmanship. I didn't know it could be done, but it shows me some other things that I can do. Send me the vinegar. If you can sell it as easily as my boy says you sold it, we can sell it."

* * *

This Heinz sales manager is a live one. He had a salesman who didn't seem to be selling any mid-gert pickles, the high-priced little pickle that retails at thirty cents a bottle. This salesman was sure that the trade he called on wouldn't take kindly to such goods; they were most too high for them, he thought.

"Do this for me," said the manager, "put that bottle in your pocket, and to-day in every place you go, take the bottle quietly out of your side pocket and put it down on the counter without a word until the grocer begins to talk." And then he told the salesman what he ought to say in reply to the grocer's talk.

The salesman did as he was told. Every time the grocer picked up the bottle with "What's this?"

"Our mid-gert pickle—something very special."

"What do they sell for?"

"They are thirty-cent goods."

"Whew! they're high."

"Really, they are not, though. There are seventy-two pickles in that bottle and the price runs only five cents a dozen, you see. These little cucumbers are only a few hours old. If we let them stay on the vine only a little longer we could get several times the bulk, but there's a certain high class trade that like these mid-gerts and we put them up specially for that trade."

Did the salesman sell any mid-gerts? He certainly did.

These things only go to show that highly specialized sales methods will sell goods in both face-to-face salesmanship and advertising, no matter if goods are high priced.

Charles S. Parr, formerly advertising manager of *The Watchman*, has been appointed New England representative for *To-day's Magazine*, with offices in Tremont Temple.

BUSINESS PURIFYING ITSELF

Governor Woodrow Wilson, of New Jersey, told the Publicity Club of Minneapolis, on May 24, that the country had definitely made up its mind that it would get at the root of the alliance between business and politics, so far as it is illegitimate, and that it would break up the alliance.

"There was a time when it looked as if to accomplish this would involve a very dangerous sort of strife between the general mass of voters in the country and those who had exhibited splendid talents in building up the business of America.

"But, happily, that threat has disappeared. It is one of the happy circumstances of our time that the most intelligent and progressive of our business men have seen the mistake as well as the immorality of the whole bad business.

"The alliance between business and politics has been a burden to them—an advantage no doubt upon occasion, but a very questionable and burdensome advantage. It has given them great power, but it has also subjected them to a sort of slavery and a sort of subservience to leading politicians. They are as anxious to be freed from the bondage as the country is to be rid of the influences and methods which it represents.

"I think it will become more and more obvious that the way to purify our politics is to simplify them, and that the way to simplify them is to establish responsible leadership. We now have no leadership at all inside our legislative bodies—at any rate, no leadership which is definite enough to attract the attention and watchfulness of the country. Our only leadership being that of irresponsible persons outside the legislatures, who constitute the political machines, it is extremely difficult for even the most watchful public opinion to keep track of the circuitous methods pursued."

A MERE MATTER OF HONESTY

There are, in my opinion, two things that are hurting advertising: First, we will have to clear up the agency situation, and convince people that agencies have the first essential to success—absolute honesty; I believe it is being done by most agencies.

And the second thing is no less important than the first, and that is that publication circulations shall be just what they are represented to be. If I buy 5,000 axles for automobiles, and they only deliver 4,000, I don't pay for the fifth thousand; why should it be different in advertising?—*Hugh Chalmers*.

ENTER "ULTIMATE CONSUMER"

"I'm sorry you've got to leave Eden and go to work simply because I gave you the rest of that apple," said contrite Eve.

"Never mind," said Adam. "The ultimate consumer always gets the worst of it."—*Washington "Star."*

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to all makes of stencil addressing machines. Addressing done at low rates. Write for prices and particulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Equitable Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING CALENDARS

1912 IMPORTED AND DOMESTIC CALENDARS. Any printer can get business with our line and make the dull summer months profitable. \$3.00 is all you have to invest, half cost of sample. **PENN PAPER CO., 20 North Sixth Street, Philadelphia, Pa.**

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

"CUBA OPPORTUNITIES"—the only monthly on the Island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. Maclean Beers, Editor, Box 1170, Havana.

ASK THE SEARCHLIGHT INFORMATION LIBRARY, 341-7 FIFTH AVENUE, NEW YORK. ANYTHING YOU WANT TO KNOW. Millions of old, rare, and up-to-date clippings, articles, notes, records, books, and pictures; all topics from all sources; classified for quick reference. We Lend Material—Any Subject. We Conduct Investigations. We Write Books, Booklets and Articles. We Supply Photographs and Other Illustrations.

BUSINESS OPPORTUNITIES

BUSINESS LETTERS, crisp, pertinent, apt to be read—for cause. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

BOOKLETS

We offer a personal service in the preparation of unusually effective and consistently high-grade booklets, catalogues, etc.; supplying comprehensive layouts or "dummies," together with text and all necessary working drawings—also—complete specifications for the engravings and printing. Interesting details gladly supplied upon request. **BOOKLET, care PRINTERS' INK.**

COIN CARDS

CIRCULATION MEN!

Can you use original circulation ideas and schemes that are sure to pull results?

We can show you how to increase your circulation by the use of Winthrop Coin Cards.

A careful study of circulation methods places us in position to be of value to you.

Write us your proposition or send us a sample copy, and we will show you how more subscriptions can be gotten in less time and for less money. Write us for prices and particulars.

THE WINTHROP PRESS

Coin Card Department

419 Lafayette Street New York, N. Y.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN AKC ENGRAVING CO., Youngstown, Ohio.**

FOR SALE

FOR SALE—Comptons Electric Base Ball Board. The electric score board depicts every baseball play. Will be disposed of at a bargain. Best of reasons for selling. Address **DISPATCH PRINTING CO., St. Paul, Minn.**

HELP WANTED

WRITERS, ATTENTION! We are open for clever articles of interest to retail dealers of wearing apparel for our two publications—"CLOAK TIPS" and "CLOTHING AND FURNISHING TIPS." **M. Schlusel Co., 114 5th Ave.**

WANTED—All around commercial artist: must be good letterer and able to use air brush. Good position for right man. Send samples, and address **HANSEN ADVERTISING COMPANY, Second Floor Perkins Building, Tacoma, Wash.**

Advertising Solicitor, acquainted

amongst Wholesale Cloak, Clothing and Furnishing Goods Manufacturers, by resourceful Trade Journal. Splendid opportunity. Address **M. SCHLUSSEL CO., 114 Fifth Ave.**

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

TECHNICAL ADVERTISING COPY WRITER wanted by a weekly paper. Must be a technical graduate in Electrical Engineering, and must know how to plan selling campaigns. Position requires a man of initiative and experience. Excellent opportunity for advancement and permanent position for first class man. Address "LEC," care Printers' Ink.

\$25 FOR A NAME

We want salesmen everywhere to handle sound, profitable real estate securities. Desirable lifelong connection to good men. Anyone putting us in touch with efficient, reliable man who secures \$1,000 worth of business will be paid \$25. E. F. LIGHT, 135 Broadway, New York.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

POSITION by young man with years of experience in the publishing and agency business. Advanced from office boy to manager. Equipped to render valuable service in office or field. Address "J. H.," care of Printers' Ink.

LIVE MAN

with grit, ginger and initiative—twelve years of sales, editorial, circulation and advertising experience—desires connection where advertising ability will have greater swing. "ANALYST," care of Printers' Ink.

MAGAZINE MANAGERS—An experienced advertising man, at present representing in Boston a well known magazine, desires to represent another magazine of large circulation in this territory. Strong solicitor. Best references. "K. I.," care Printers' Ink 2 Beacon St., Boston.

I Can Sell Advertising

and sell lots of it for the right kind of publication. If you believe you have the medium, I'll be glad to talk things over with you any time—anywhere at my expense. "A. B. W.," care of Printers' Ink.

Agency Inside Man

Twelve years' experience. Thorough knowledge all details. Sole rate man and space buyer in present connection. Age 28; married. Highest references. Address Box T, care of Printers' Ink.

AD WRITER AND GENERAL PUBLICITY, West or Northwest—young, energetic, strictly sober, splendid newspaper and printing experience, successful with large ventures. Would accept position as adv. manager, publicity manager, newspaper adv. solicitor, or private secretary to individual or business concern. Gilt edge reference. Address Box 367, Columbus, Ohio.

ACTIVE publicity man, 35, long newspaper department store, and general advertising training; invites inquiries from publishers, etc., needing advertising manager. The position should be important enough to require brains and judgment and to pay over \$2,100. Narrow gauge, figure head, or leading opportunities not acceptable. Write "WIDE AWAKE," care of Printers' Ink.

Mail Order Advertising Man

Twelve years' experience. Six years with one of Chicago's largest houses. Now advertising manager for large Eastern house. Also possess broad knowledge of printing, engraving, drawing, paper, etc. Experienced in retail chain store advertising. Desire change by August first. "O. M. A.," care of Printers' Ink.

NEED AN EXECUTIVE?

I am thoroughly qualified for a position as manager, department head or sales manager. Capable organizer and efficient executive. Began at bottom and am now sales manager of well known firm at age of 26. Satisfactory reason for desiring change. If you have a real opportunity for a man with initiative, tact, judgment and energy, write me for particulars. Address "L. H.," care of Printers' Ink.

CAPABLE ADVERTISING MAN WANTS POSITION

as advertising manager, executive, promotion man, or writer of copy. I have a responsible position now, but owing to business changes seek new connection. Age 26. Qualifications: Ability to write concise, expressive English. Brains to create ideas and judgment to know what is practical. Capacity for efficient work. Experience in selling and directing salesmen. Intimate knowledge of printing and engraving. Familiar with various phases of national advertising. It is up to some progressive firm to give me a chance to prove my claims by addressing "J. W.," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,615. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average Feb., 1911, 18,310 dy; 23,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery news, paper.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,875.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c.

New London, *Day*, ev'g. Av.'10, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combined.

New Haven, *Union*. Largest paid circulation. Average for 1910, 17,267. Paper non-returnable.

Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A., regularly. 1910, 7,417; Sunday, 7,730.

FLORIDA

Jacksonville, *Metropolis*, Dy., '10, 13,701; Dec., '10, 14,659. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Belleville, Ill. *News-Democrat*. Average 1910, daily, 3,601. Official newspaper St. Clair County.



Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Champaign, *News*. Leading paper in field. Average year 1910, 5,154.

Joliet, *Herald*, evening and Sunday morning. Average for 1910, 7,051.

Peoria, *Evening Star*. Circulation for 1910, 21,143.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.

INDIANA

South Bend, *Tribune*. Sworn average March, 1911, 12,518. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Des Moines, *Register & Leader* (av '10), 35,663. *Evening Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper.

Dubuque, *Times-Journal*, morn and eve. Pd. in advance July 20, 1910; dy, 9,022; Sun 11,426.

Washington, *2nd Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in Lexington, *Herald*, you cover Central Kentucky."

Louisville, *The Times*, evening daily, average for 1910 net paid 48,534.

Louisville, *Courier Journal*. Average 1910, daily, 22,204. Sunday, 46,249.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 6,440. Last 3 months of 1910, are 5,847.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,266.

MARYLAND

Baltimore, *American*. Daily aver. year 1910, 80,266; Sun., 104,902. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,405. For May, 1911, 79,760.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, 183,730—Dec. av., 188,543.

Sunday

1910, 321,878—Dec. av., 330,717. Advertising Totals: 1910, 7,922,108 lines

Gain, 1910, 886,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest May of the Boston Post. Circulation averages: *Daily Post*, 343,633, gain of 29,020 copies per day over May 1910. *Sunday Post*, 293,592, gain of 35,963 copies per Sunday over May, 1910.

Lawrence, Telegram, evening, 1910 av. 8,543. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. '10, 17,802.

The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot, Aves. year, 1910, daily 10,720, Sunday 11,619. Greatest circulation. Payne and Young have been appointed the *Patriot's* foreign representatives in the Eastern and Western fields, with offices in New York at 30 W. 33rd St., and 747-8 Marquette Building, Chicago. Agents and advertisers, please note.



MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 105,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, Journal, Daily

and Sunday (10c). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655.

Daily average circulation for May, 1911, evening only, 77,924. Average Sunday circulation for May, 1911, 82,037.

(Jan. 1, 1908, subscription rates were raised from \$4.00 to \$6.00 per year cash in advance. The

Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It

goes into more homes than any other paper in its field.



CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 81,260. Average circulation of Sunday *Tribune* for same period, 81,923.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly 140,221 for year ending Dec. 31, 1910

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910; Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,238; 1st quarter, '11, 20,123.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,759. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 64,558.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,731; daily, 46,284; *Enquirer*, evening, 33,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,323.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The World. Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Liecny. Actual Average for 1910, 19,346. Benjamin Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 1910, 13,755. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 5,102; P. M., 17,607) 22,709. Only paper in city which has permitted A. A. examination, and made public the report



Utica, *National Electrical Contractor*, mo. Average for 1910, 2,625.

NORTH DAKOTA

Grand Forks, *Normandin*. Norwegian weekly. Actual average for 1910, 9,076.

OHIO

Cuyahoga, *Evening Telegraph*. Daily average for 1910, 1,783. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 87,125; Sunday, 114,044. For May, 1911, 96,106 daily; Sunday, 126,144.

Youngstown, *Vindicator*. D'y av., '10, 18,695; Latente & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. May, 1911, daily, 38,753; Sunday, 41,601.

PENNSYLVANIA

Erie, *Times*, daily. 22,449 average, May, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Johnstown, *Tribune*. Average for 12 mos. 1910, 13,328. Mar., 1911, 14,383. Only evening paper in Johnstown.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 5,517; 1909, 5,922; '10, 6,003 (©©). *Washington, Reporter and Observer*, circulation average 1910, 13,396; May, '11, 13,691.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1910, 18,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes. York, *Dispatch and Daily*. Average for 1910, 18,767.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average for 1910, 32,788 (©©). Sunday, 30,771 (©©). *Evening Bulletin*, 49,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,428.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1910, 6,460.

TEXAS

El Paso, *Herald*, year 1910, 11,881. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1910, 5,625. Examined by A.A.A.

Burlington, *Free Press*. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. April, 1911, 6,074. May, '11, 6,070. Largest circ. Only eve. paper.

WASHINGTON



Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 64,741 daily, 84,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,384 lines.

Tacoma, *Ledger*. Average year 1910, daily, 18,987. Sunday, 27,343.

Tacoma, *News*. Average for year 1910, 19,212.

WISCONSIN

Janesville, *Gazette*. Daily average, May, 1911, daily 8,564; semi-weekly, 1,649.

Madison, *State Journal*, daily. Actual average for April, 1910, 7,147.



Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first five months of 1911, 43,768. Average daily gain over first five months of '10, 1,356. Average daily circulation for May, 1911, 46,145 copies. *The Evening Wisconsin's* circulation is a home circulation and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. 122 So. Michigan Blvd., Chicago (Robt. J. Virtue, Mgr.).



Milwaukee, *The Milwaukee Journal*, (eve.) Daily Av. circ. for 12 mos., 64,045. Daily Av. May, 66,707. May gain over 1910, 2,187. Paid City Circulation double that of any other Milwaukee paper. Leads all other Milwaukee papers in display, classified and foreign advertising. In over 60% Milwaukee homes. Flat rate 7c per line. C. D. Bertolet, Boyce Bldg., Chicago; J. F. Antisdell, 360 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. March, 1911, circulation, 5,410. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 44,181; daily April, 1911, 52,214; weekly 1910, 26,446; April, 1911, 26,339.

Winnipeg, *Der Nordwestern*, Canada's National German weekly. Av. 1910, 18,484. Rates 56c in.

QUEBEC, CAN.

Montreal, *La Patrie*. Ave 1910, daily—42,114; Sat., 56,510. Highest quality circulation.

Montreal, *La Presse*. Daily average for April 1911, 104,216. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 624,607 Sunday circulation and 210,867 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN



by Printers,
Ink Pub. Co.

THE Tribune is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in May, 1911, amounted to 284,016 lines. The number of individual advertisements published were 35,325. Rates: 1 cent a word, cash with the order—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in May, 1911, amounted to 251,300 lines; the number of individual ads published was 29,823. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 36,508. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold-Mark" milling journal (◎◎).

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (◎◎). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated, \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

TENNESSEE

The *Memphis Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

* The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (◎◎) and The *Evening Mail*. Circulation 18,768, Flat rate.

Business Going Out

A unique advertising campaign to advertise New York City as a summer resort has just been launched in about sixty newspapers in the larger cities of the South and West. The advertising appropriation for this publicity was obtained by securing subscriptions from prominent hotels, department stores, supply houses, transportation lines and other important business interests in New York. Full pages and half-pages will be used in the newspapers selected. The copy will contain views of the metropolis, showing the park systems and buildings of interest to strangers. This advertising is being handled by the Dorland Advertising Agency, of New York and Atlantic City.

The Hays Advertising Agency, of Burlington, Vt., is sending out copy for the advertising of Robin Hood Ammunition, manufactured by the Robin Hood Ammunition Company, of Swanton, Vt.

The campaign includes an extensive list of outdoor publications and trade papers; also a six months' campaign in over 2,000 weekly newspapers, principally in the South and West.

The advertising of the Hendee Manufacturing Company, Springfield, Mass., manufacturers of Indian Motor Cycles, is being handled in a list of general publications by George Batten Company, New York City.

The Mahin Advertising Company, Chicago, is now at work preparing campaigns for the following customers: The National Oats Company, St. Louis; the T. A. Snider Preserve Company, Cincinnati; the Berkey & Gay Furniture Company, Grand Rapids; the Welch Grape Juice Company, Westfield, N. Y., and the Climax Coffee & Baking Powder Company, Indianapolis.

New York City realty owners are sending out 150-line copy to newspapers, and quarter and eighth-page copy to a selected list of weeklies and monthly magazines through W. Montague Pearsall, of New York.

This agency is also furnishing small copy to a list of women's publications for the Connolly Manufacturing Company, of New York.

The Heilman Brewing Company, of La Crosse, Wis., is making contracts with Southwestern newspapers through the E. H. Clarke Advertising Agency, of Chicago, Ill.

The publishers of the Boston *Globe* have made an appropriation for a large amount of advertising in New England daily newspapers. The account is being handled by various Boston agencies and contracts are made for 7,000 lines. The Sunday *Globe* is featured.

Frisbie, Coon & Co., of Troy, New York, are extending their newspaper advertising through Sherman & Bryan, of New York.

Wood, Putnam & Wood, of Boston, Mass., are sending out orders to newspapers for the advertising of Park & Pollard of Boston.

Newspapers generally are receiving large contracts for the year's advertising from Booth's Hyomei Company, of Buffalo, N. Y.

Allen S. Olmstead, of Le Roy, N. Y., is making contracts with Southwestern newspapers through Dauchy & Co. of New York.

Southern newspapers are receiving orders for the advertising of the Georgia School of Technology, of Atlanta, Ga. This business is handled by the Massengale Advertising Agency, of Atlanta.

W. S. Hill Company, of Pittsburg, Pa., is making contracts with Texas newspapers for the advertising of the Christian Moerlein Brewing Company, of Cincinnati, O.

The Columbia Military Academy, of Columbia, Tenn., is using Southern newspapers through the Massengale Advertising Agency, of Atlanta, Ga.

The Goodrich Transit Company, of Chicago, Ill., is making contracts with Northwestern newspapers through C. H. Touzalin, of Chicago, Ill.

Lord & Thomas, of Chicago, Ill., are sending out orders to Northwestern newspapers for the advertising of the Goetz Brewing Company.

The Standard Mail-Order Company, of New York, are now making up their list for their fall campaign. Large space will be used in a large list of women's publications. This advertising will be handled by the Coupe & Wilcox Company.

Beginning September 1 the E. E. Vreeland Company, of New York, will place the advertising of the Aeolian Company.

The H. Sumner Sternberg Company, of New York, has placed full-page magazine copy in a large list of standard national magazines and quarter-page copy in weeklies, for fall, for Carbo Magnetic Razors.

Southern newspapers are receiving orders for the advertising of the J. W. Jenkins Music Company, of St. Louis, Mo., through the H. W. Kastor & Sons Advertising Company, of St. Louis.

The Sedgwick Machine Works, of Poughkeepsie, N. Y., are sending out orders to a large list of trade papers and also to class publications, advertising trunk lifts and dumbwaiters. This advertising is being handled by the Coupe & Wilcox Company.

The Thomas Manufacturing Company, of New York, has begun an advertising campaign in New York newspapers to advertise the Troupe bed. This advertising is being placed by the Foster Debevoise Company, of New York.

The La Resista Corset Company, of New York, is using New York City newspapers and a few women's publications through the Foster Debevoise Company, of New York.

The orders for the Moxie advertising have gone out to newspapers from Wood, Putnam & Wood, Boston. This year the orders are for forty inches, running two times in the month of June.

A fall campaign in standard national magazines and weeklies advertising Griffon Automatic Stoppers has been inaugurated. The business is handled by the H. Sumner Sternberg Company, of New York.

The E. D. Kollock Advertising Agency is making up a list of New England daily and weekly papers for a new account, and is asking for rates.

The Bryant & Stratton Commercial School will use a list of suburban and New England papers during the summer. The contracts are being placed by Wood, Putnam & Wood, Boston.

The Consumers' Fish Company, Gloucester, Mass., is sending a few orders to national mediums for fall advertising through George Batten Company.

The F. P. Shumway Company is using a few magazines and general publications with half-page copy for the advertising of the Glastonbury Knitting Mills, Glastonbury, Conn.

The Seeley Advertising Company, 478½ Congress street, Portland, Me., is asking for rate-cards and information from general publications.

The Brandt Cutlery Company, of New York, will use space in the classified columns of a large number of newspapers and magazines. The Coupe & Wilcox Company are handling this account.

The Rhuma Sulphur Company, of St. Louis, Mo., are using Southern newspapers through the D'Arcy Advertising Company, of St. Louis.

The J. Walter Thompson Company is sending out copy to the newspapers for the advertising of the Canadian Pacific Railway.

The Chambers Agency, of New Orleans, is placing 500-inch contracts with dailies and 240 inches with weeklies in Texas, Arkansas, Alabama and Georgia account of Gold Leaf Flour.

The Red Dwarf Ink Pencil is starting a trade campaign through the Coupe & Wilcox Company, to be followed by an advertising campaign in the fall and winter.

F. G. Reynolds, of the Tomer Agency, is sending out four inches double-column copy on Mack's Foot Life, New England papers and national magazines being used.

The Universal Optical Corporation of Providence, R. I., is placing the advertisements of its new product in the optical trade papers. The account is handled by the Proffit-Larchar Advertising Corporation of that city.

The Hildreth Varnish Company, of New York, is starting a consumer campaign in Southern newspapers. The Coupe & Wilcox Company are handling this account.

The Boston Live Poultry Company, Boston, is using a few agricultural papers for four months.

Henry King Hannah is sending out copy to a list of dailies in fourteen large cities for the Travelers Insurance Company, of Hartford, Conn. Also copy for the Aetna Life Insurance Company, of Hartford, Conn., to a list of dailies in twenty-nine cities.

The Colonial Navigation Company is making advertising contracts with New England newspapers on an exchange basis. The contracts run for three months.

The J. Walter Thompson Company is using a few agricultural papers for the advertising of the Webber Lumber & Supply Company, Fitchburg, Mass.

The E. N. Erickson Advertising Agency, of New York, are making contracts with Southern newspapers on account of the Allcock Manufacturing Company, of New York.

E. D. Kollock, 201 Devonshire street, Boston, is making contracts with New England newspapers for the Hotel Nottingham on an exchange basis.

Griffon cutlery is being advertised extensively in standard magazines and weeklies through H. Sumner Sternberg Company, of New York.

Brown's Wells, the Mississippi health resort, is being extensively advertised throughout the South Central states. The Chambers Agency, of New Orleans, is placing the business.

The Vose Piano Company, Boston, will restrict its advertising in the fall to a list of women's publications of large circulation. Standard magazines will not be used this year.

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The Columbian

has the distinction of being the first standard magazine to formulate and place in execution a definite SALES-HELP plan.

Its basic principle is co-operation—the co-operation of the dealer and consumer. It is an innovation, of course, but the principle is correct. WHY? It standardizes results, eliminating the element of probability, and making it one of certainty.

Will you permit us to place all the facts before you?

\$125 a page.

* \$200 on and after July 1st.

COLUMBIAN MAGAZINE

*Advertising Department
Marbridge Building*

NEW YORK

BOSTON

DETROIT

CHICAGO

MANY American firms are laying big plans for Canadian business, to be put into operation "if the Reciprocity agreement goes through."

Others are—and have been for a long time—*making things happen* in the Canadian market, by means of modern, aggressive sales policies, *plus* advertising.

These firms have blazed the trail that leads to successful and profitable Canadian business.

They are all extensive advertisers and use a liberal amount of space, regularly, in *La Presse*.

The great French Canadian population of Canada offers *you* big trade possibilities. *La Presse* will enable you to turn these possibilities into *realities*.

La Presse covers Montreal and the other big centres of the French speaking population of Canada far more thoroughly than any other French paper, or combination of papers, in the Dominion.

It will pay you to investigate, and, after investigating, to use

Some American Advertisers who are using *La Presse*

Anglo-American Drug Co.
Auburner-Busch Brewing Co.
Apollinaris Company
J. C. Ayer Company
Babson Brothers
Bauer & Black
Beecham's Pills
F. W. Bird & Son
R. T. Booth Company
Carleton & Hovey
Centaur Co. (Castoria)
Chesebrough Mfg. Co.
Coco-Cola Co.
Thos. Cook & Sons
Crescent Mfg. Co.
Eastman Kodak Co.
E. M. F. Automobiles
Fabre Line
Force Food Company
Ford Motor Company
Golden Specific Co.
Hawes, Von Gal, Inc.
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Omega Oil Company
Pabst Brewing Co.
Paris Medicine Co.
Paterson Mfg. Co.
Philo Hay Spec. Co.
Pittsburg Steel Co.
Postum Cereal Co.
Potter Drug & Chem. Co.
Pratt Food Co.
Quaker Oats
Remington Typewriter
Royal Mail Steam Pkt. Co.
Scott & Bowne
Sharpley Separator Co.
Standard Oil Co.
Steel Shoe Co.
Sterling Remedy Co.
F. A. Stuart
Stuart Hartshorn
Swamp Root
Ulfeldt Drug Co.
Vapo-Cresoline Co.
Ver. Farm Machine Co.
Vichy Celestins
Victor Gramophones
Warner Bros. (Cocarts)
L. E. Waterman Co.
S. C. Wells
Wm. Wrigley Jr. & Co.
—AND MANY OTHERS

LA PRESSE

MONTREAL, CANADA

Largest daily circulation in Canada without exception

Sworn daily average circulation for April, 1911,

104,219

Special United States Representatives

WM. J. MORTON COMPANY

Brunswick Bldg.
New York

Hartford Bldg.
Chicago

